Kidnappers call superiors of Irish priest

By Julie Alipala and Edwin O. Fernandez
Inquirer Mindanao

ZAMBOANGA CITY—THE KIDNAPPERS of Irish priest Fr. Michael Sinnott have made contact with his Columban superiors in Pagadian City.

The phone call, made yesterday by an emissary of the kidnappers, was monitored by the interagency body tasked to secure the priest's release, according to Maj. Gen. Ben Dolorfino, the chief of the

KIDNAPPERS: A-11

WORLD / A24
Gunmen, bomber attack 4 sites in Pakistan, kill 37

BUSINESS / B1
Remittances up 2.8% to $1.4B in August

NEWS / A2
New storm may enter RP on weekend

SPORTS / A26
PSC funding not more than 200 national bets

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

Friday, October 16, 2009 • Vol. 24 / No. 310

Loren says No. 2 list now down to 3 suitors

By Michael Lim Ubac

TWO DOWN, THREE still on her list.

Sen. Loren Legarda yesterday admitted that the list of presidential aspirants who were

LOREN: A-11

'Clear and present danger'

Solons say giant dams pose threat to villages

By Inquirer staff

MAYOR RICARDO REVITA of the flood-devastated Pangasinan town of Rosales was not taking any chances.

Upon receiving an advisory on Wednesday night that the San Roque Dam was releasing water at 600 cubic meters per second (cms) yesterday, Revita summoned his barangay chiefs and told them to prepare.

Revita also proceeded to the bridge connecting Villasis and Rosales after San Roque Dam, the country's biggest, opened two spillways to ease pressure from back-to-back storms—"Ondoy" and "Pepeng"—with a low pressure area threatening.

"I'm now on top of the bridge and I'm trying to assess the volume of water flowing in the river. I think the river can absorb the water being released now," Revita told the Inquirer.

In the House of Representatives, two lawmakers announced yesterday that they had filed a resolution calling for the suspension of the construction of huge dams.

"The giant dams are a clear and present danger to lives and property during the rainy season," the lawmakers

CLIMATE: A-8

TEETERING ON THE EDGE Parents and residents of Barangay Pugalo in La Trinidad, Benguet, are pooling resources to construct a temporary retaining wall to prop up the public elementary school at Sitio Luardang that was hit by devastating landslides at the height of Tropical Storm "Pepeng."

Tarlac just as badly hit by the floods

TARLAC CITY—OFFICIALS OF TARLAC have started documenting the devastation wrought by floods in the province to be used as evidence in a planned suit against the operators of the San Roque Dam.

The massive water releases from the dam contributed to the flooding triggered by weeklong downpours from Tropical Storm "Pepeng" across farms, business districts and residential communities in the province.

Godofredo Sabado, Tarlac legal officer,

TARLAC: B-9

GMA approves Metro makeover plan

By Christian V. Esguerra and Julie M. Aurelio

PUSHED BY THE GREAT FLOOD brought about by Tropical Storm "Ondoy," President Macapagal-Arroyo yesterday gave the go-signal for an urban development project that would rid Metro Manila of tens of thousands of informal settlers and modify its landscape.

At the Legislative and Executive Development Advisory Council (Ledac) meeting in Malacañang, Sen. Edgardo Angara broached the idea of changing the "topography and geography" of parts of Metro Manila in the wake of Ondoy's devastations, according to Press Secretary Cerge Remonde.

Remonde said Ms Arroyo was amenable to the proposal and wanted the project to take off from the 1977 Metro Manila Transport, Land Use and Development Project.

He lamented that the project received what he called a "Metro Lite treatment" from previous administrations that allowed it to "just lay there and die."

"Why should we start from scratch

GMA DAGYE: A-11

'Adopt a school'

THE Inquirer is publishing the list of Metro Manila public schools damaged by Tropical Storm "Ondoy." The Inquirer hopes that benefactors will rush to be to meet the urgent needs of these places of learning for the nation's children. List on Page A11.

Senate OKs ₱12-B rehab fund but warns vs misuse

By Michael Lim Ubac

ALLOCATE THE P12-BILLION RELIEF fund for typhoon and flood victims expeditiously and judiciously.

"Be careful with aid funds. Avoid spending overlap," said Sen. Edgardo Angara, chair of the Senate finance committee.

In a statement, Angara said that any hint of "misallocation of relief funds" would not be acceptable to the country and to international donors.

This was the ardent call of both administration and opposition senators following the approval of the supplemental calamity fund on Wednesday under Joint Resolution No. 34.

The resolution, which was sent to the Senate on Monday following its passage in the House of Representatives, will cover relief operations, reconstruction and rehabilitation in areas in Luzon devastated by Tropical Storm "Ondoy" and Tropical Storm "Pepeng." Also covered is Benny Island which was inundated by rains brought on by Typhoon "Frank" last year.

The money will come from the unprogrammed portion of the national budget and proceeds from the Malampaya share of the national government (estimated to be worth P14 billion). Malampaya is a gas field off Palawan.

Angara issued the cautionary state-

SENATE: A-8

PDI remains RP's No. 1 newspaper

THE PHILIPPINE DAILY INQUIRER remains the No. 1 newspaper in the country and the choice broadsheet of the upper/middle classes in Metro Manila and other urban centers, according to The Nielsen Company.

The latest Nielsen Media Index study results for the first half of 2009 found that the Inquirer was the choice of about half of Filipinos 14E percent) in National Urban

FOR ROMANCE: B-16

Inquirer folk celebrate rich harvest at the 31st CMMA night. From left: Jocelyn R. Uy, Tarra Quismundo, Nikko Dizon, Isagani Yambot, founding Inquirer chair Eugenia Apostol, Hall of Famer Jess Abrera, Milo Jesus Orbeta and Marlon Ramos.

Inquirer reaps 7 top CMMA awards

By Nikko Dizon

THE INQUIRER REAPED SEVEN trophies in the 2009 Catholic Mass Media Awards (CMMA), earning top honors for news reports on crime and human rights abuse, insightful columns, a poignant show biz feature, a snapshot of Quiapo's religious frenzy and the biting wisecracks of political cartoonist Jess Abrera.

The 31st CMMA also gave a posthumous award to President Corazon Aquino in rites held Wednesday night at the San Carlos Seminary Auditorium in Guadalupe, Makati City.

Abrera led the Inquirer charge with his elevation to the CMMA Hall of Fame after having won the award three times for his editorial cartoons and comic strip "K. Lipit."

He received his Hall of Fame trophy from the Apostolic Nuncio, Most Rev. Ed-

INQUIREN: A-6

PRESIDENT MACAPAGAL-ARROYO inspects dredging operations on the Pasig River at the Del Monte Shipyard in Tondo, Manila. The recent floods have spurred the government to action, albeit a little too late.

New storm may enter RP on weekend

By Alcuin Papa

A TROPICAL DEPRESSION SPOTTED NEAR THE MARIANAS Islands is accelerating closer to the Philippines and could enter the country by Friday night as a tropical storm or typhoon.

"Lupit," spanned 1,020 kilometers east of the Visayas, is packing maximum winds of 55 kilometers per hour and is moving west-northwest at 40 kilometers per hour, the Philippine Atmospheric, Geophysical and Astronomical Services Administration (Pagasa) said.

The country could feel the effects of Lupit, the weather system's intensification of name, by Sunday or Monday, said Pagasa weather forecaster Robert Jimet.

Lupit is moving slightly to the north. If it maintains this track, it could make landfall in northern Luzon, he said.

"Let's hope and pray it misses the country and goes on Japan," Jimet said, noting that the country was still reeling from the effects of the last two tropical cyclones.

Tropical Storm "Ondoy" early this month dumped heavy rains on Metro Manila, flooding many parts of the metropolis' eastern section.

A week later, Typhoon "Pepeng" ravaged northern Luzon, bringing heavy flooding to the Agno River basin and Central Luzon and landslides to the Cordilleras.

Meanwhile, the low pressure area that has been dumping rains over Luzon and the Visayas has been moving away towards Vietnam and it is expected to exit the country this weekend.

"The low pressure area is already weakening. We can see a gradual improvement of the weather over the weekend, especially in southern Luzon and the Visayas, which will have scattered rainshowers and thunderstorms," Jimet said.

The Philippines will continue to experience weak to moderate El Niño conditions, despite the recent visit of two tropical cyclones, said Daisy Ortega of Pagasa's climatology and agrometeorology division.

The El Niño weather phenomenon is a type of abnormal warming that occurs on the surface ocean waters of the eastern Pacific and has been blamed for some of the most devastating weather events such as floods and drought in many parts of the world.

Ortega said the sea surface waters of the Pacific associated with El Niño actually encourage the formation of tropical cyclones that enter the country from the east.

She said that the waning of the rainy season from June to September coupled with the arrival of the southwest monsoon induced the rainfall that was associated with Ondoy and Pepeng hit the country.

"With the summer Pacific, there will be a lot of low pressure areas that will be formed," she said. A low pressure area is a weaker form of tropical cyclone that could develop into a storm.

Ortega said El Niño conditions can be expected to prevail until December and into the first half of 2010.

While the Philippines is experiencing now are "normal" El Niño conditions, she said.

"Instead of the warm waters out in the central equatorial area of the Pacific, we have weaker warm waters in the eastern waters of the country," she said.

Collect rainwater to save lives, urges lawmaker

By Leila B. Salaverria

A LIFE SAVED INSTEAD OF DESTROYED.

A scheme to set up rainwater collectors in strategic areas so excess water could be used to irrigate fields, and be harnessed by factories and businesses in case of drought, was proposed yesterday by Gresham Rep. Jocelyn Limkaichong.

"The rainwater we dread today on account of the death and destruction caused by rampaging floods and overflowing dams will soon be a life saver, given the weather forecasts warning of a menacing drought once the rainy season is over," Mendiola said in a statement.

The collectors could also be installed in shopping malls, office buildings, factories, schools, subdivisions and farming villages, she said.

The collection system could be large-scale or small-scale, she added.

Mendiola said local government units could take the lead in requiring the installation of rainwater harvesting systems because their officials are in charge of issuing building permits.

Lawmakers who want to institutionalize the practice could also pass a "green building code" that would mandate the installation of rainwater receptacles. Mendiola said such a code could be responsive to the needs of communities coping with climate change, which is said to result in severe weather conditions.

"In America and elsewhere, rainwater is already being methodically hoarded and recycled to flush toilets and hose down parks and gardens in and around skyscrapers," she added.

The congresswoman also noted that flooding can hit even those areas that are not often hit by typhoons like Central Mindanao, including her home province, Cotabato. These areas have been suffering through recurring floods because the heavily-silted Mindanao River overflows each time strong rains fall, sending excess waters rushing into populated areas.

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'Hot logs' from Sierra Madre seized in Quezon town

LUCENA CITY—MILITARY AND environment authorities seized in Mauban, Quezon, on Thursday an estimated 10,000 cubic meters of narra logs suspected to have been illegally cut from the Sierra Madre range in Isabela province.

Alban Castillo, team leader of Task Force Bantay Kalikasan (TFBK), said the logs cut into square pieces were confiscated from a big outrigger in Barangay Cagsiay II in Mauban.

"Unfortunately, the boat crew who were starting to unload their illegal cargo noticed that we were approaching, managed to jump off the boat and escape under the cover of darkness," said Castillo.

He said a certain "Mando," a known illegal logger in Mauban, was the alleged owner of the illegal logs.

Castillo said the logs would be transported to the provincial engineer's office in Lucena City.

Isabela Gov. Grace Padaca earlier reported that illegal loggers from Quezon, whom she called the "Quezon boys," had been operating in Isabela's portion of the Sierra Madre mountain range.

She said the "Quezon boys," mostly from Real and Mauban towns, were either directly involved in illegal logging or financing it.

Jay Glen Gonzales, provincial administrator of Kalinaman (Defenders of Nature) Southern Luzon, a member of the task force in Isabela, said that most of the migrant loggers from Quezon were now hogging Isabela rainforest.

He said that more often than not, illegal logs seized in Mauban and the northern Quezon coastal town of Real were found to have originated from Isabela and Aurora provinces.

The two Quezon towns have long been the clearinghouses points of illegal forest products loaned for Metro Manila and Bicolano-Tagalog provinces.

Eladio Pamintin, a former provincial board member of Quezon, said there was a group called the "Mauban Boys" who have been hauling illegally cut logs from mother Luzon by way of the Pacific Ocean.

Mitoria Bishop Bishop Eric Thomas has called on the national government to put a stop to rampant logging in the Sierra Madre.

The Sierra Madre, the mountain range extending from Cagayan in the north to Quezon in the south and considered the "backbone" of Luzon, contains the largest remaining tract of old-growth tropical rainforests in the Philippines.

The range, the main source of Metro Manila's water, was declared a protected area by Presidential Proclamation 1636 of 1977.

However, destruction of the forests of Sierra Madre continues through legal and illegal logging. —Delfin T. Mallari Jr., Inquirer Southern Luzon

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Gov't ignoring UN investigation on women's rights, says group

THE GOVERNMENT HAS BEEN IGNORING a United Nations request to answer allegations that it is violating women's rights by denying women access to contraceptives and proper reproductive health information, according to the Reproductive Rights Advocacy Group.

Reproductive rights and other civil society groups last year accused the Philippine government of violating the United Nations Convention on the Elimination of all Forms of Discrimination Against Women (Cedaw).

The Cedaw is the international bill of rights for women which the country is a signatory to. An inquiry by the Cedaw committee on violations could result in investigation by its experts and visits to the country under question.

The groups are particularly opposed to the continued implementation of Executive Order 003, issued by the city of Manila, which promotes the natural family planning method and discourages the use of contraceptives, pills and other artificial methods of contraception.

It asked the Cedaw committee to investigate the Philippines for its alleged lapses. The committee asked the government to submit its response before the end of February 2009.

But eight months have passed, there has been no official word from the Department of Foreign Affairs, said Reproductive Rights executive director Clara Padilla.

She deplored the government's inaction, which she said was a violation of the international agreement that it had signed.

She said the groups would ask the committee to give an update on the status of the government failure to submit a reply.

Padilla said EO 003 resulted in a loss of modern contraceptives in public health facilities in Manila, the infant mortality figures in Manila-run hospitals, and the denial of information on all the options on contraceptives available to women.

The group said the implementation of the order led to the harassment of nongovernment organizations offering artificial forms of contraception.

The order was handed down by former Manila Mayor Lito Atienza and is still being implemented by his successor, Manila Mayor Alfredo Lim, Padilla said.

Women's advocacy groups have challenged the order before the courts.

Reproductive rights and the denial of reproductive health information and of various methods of contraception have led to women having more children than they want, and made their lives harder.

Mary Racelis, sociology professor at Ateneo de Manila University, said the poorest of the poor are usually those with 6 to 11 children. —Leila B. Salaverria

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THE DAILY GOSPEL

Friday, October 16, 2009
29th Week in Ordinary Time
Hedwig / Margaret Mary Alacoque

1st Reading: Rom 4:1-8
Gospel: Lk 12:1-7

Earlier numerous crowd had gathered that they trusted one another. Then Jesus spoke to his disciples in the way.

"Beware of the yeast of the Pharisees which is hypocrisy. Nothing is covered that will not be uncovered, or hidden that will not be made known. Whatever you have said in the darkness will be heard in daylight, and what you have whispered in hidden places will be proclaimed from the housetops.

"I tell you, my friends, do not fear those who can no more kill the body and after that can do no more. But I will tell you whom to fear: fear the One who after killing you is able to throw you into hell. Yes I tell you, fear Him. Aren't five sparrows sold for two copper coins? Yet not one of them has been forgotten by God. Even the hairs of your head have been numbered. So do not fear; you are worth more than a flock of sparrows."

Discovery

*Jesus warns the disciples to beware of the yeast of the Pharisees. Yeast, of course, has a permeating influence, whether for good or for evil, but the warning of Jesus includes the connotation that yeast is an example of what is unclean. The dishonesty is evident. He criticized the Pharisees, in their zeal for the law, were experts in the external, superficial practice of the law, whereas he earnestly expounded the law. The

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SMC hopes to raise ₱17B with sale of new shares

By Doris C. Dumlao

SAN MIGUEL CORP. PLANS TO RAISE AT least ₱17 billion through the sale of non-voting preferred shares to fund new ventures outside its traditional food and beverage business.

This is the second time the conglomerate will be issuing preferred shares. Earlier this month, it offered holders of common shares, including the government, to switch to higher-yielding preferred stock.

The government, which controls a 24-percent sequestered block in San Miguel through the Presidential Commission on Good Government, was among those that had agreed to the conversion.

San Miguel yesterday said that its board of directors had already approved the issuance of 220.8 million to series 1 preferred shares through private placement.

"The proceeds from the issuance will be used to finance investments and acquisitions of the company," San Miguel said.

First crack at dividend payments

Unlike holders of common shares, those with preferred shares get first crack at dividend payments, but they do not have the right to vote.

In its disclosure to the Philippine Stock Exchange, the company said that its board had "authorized management to determine the issue price and dividend rate of said preferred shares."

This has led to speculations that the terms of the shares to be issued this time around may be different from that earlier offered to preferred investors, including the government.

The initial tranche of preferred shares was offered to be swapped for existing common shares at P75 a share.

This is also the minimum price at which new preferred shares are expected to be issued, a company spokesperson said.

The first tranche of preferred shares is supposed to yield a dividend rate of 8 percent per annum, translating to 6 a share a year, against the common dividend rate of ₱1.40 a share.

According to analysts, the new tranche of preferred shares would be okay as long as the present crop of investors would not be given a package sweeter than those who had agreed to the earlier conversion.

Dilute value of shares

But if the share price of the new issuance were to fall below P75 while the dividend rate turned out to be higher, then those who had agreed to the earlier conversion would be at a "disadvantage because it would dilute the value of shares [they hold]," one analyst said.

Key shareholders of San Miguel are optimistic about the conglomerate's long-term value. The preferred shares are being offered to those who are skeptical of the company's diversification program.

"The company is still in discussions with prospective investors on the terms of this issuance," San Miguel said.

San Miguel is the largest food and beverage conglomerate in Southeast Asia. It has gained a foothold in new businesses like oil refining (Petron Corp.), power distribution (Manila Electric Co.), telecommunications (Liberty Telecommunications Holdings Inc.), banking (Bank of Commerce), toll roads (Tarlac-Pangasinan-La Union Expressway) and power generation (Ilijan and Limay power plants).

It is now scrutinizing for new opportunities to bulk water supply, property development, airport development and mining.

NO PLACE FOR A HOME
The clusters of informal settlers at the mouth of Manila Bay in Bacoor, Cavite, block the progress of floodwaters carried by the Pasig River and Laguna de Bay will soon have to go after President Macapagal-Arroyo gave the go-ahead to "rearrange" the landscape of Metro Manila.

Too late to stop conversion of SMC shares, says PCGG

By Philip C. Tubeza

WHILE COCONUT FARMERS' groups are still hoping that the Supreme Court would stop the conversion of a sequestered block of San Miguel Corp. shares into non-voting preferred shares, the conversion process is almost over, according to Presidential Commission on Good Government (PCGG) Commissioner Ricardo Abcede.

Abcede said the deadline for the conversion of the San Miguel common shares into preferred shares was a week after Sept. 17, when the high court approved the conversion of 720 million shares.

The high court accepted the argument of the PCGG that the shares were better converted to preferred non-voting stock to avoid their value being depreciated.

Abcede said the paper work for the conversion was now under way and might even be completed already in compliance with the Supreme Court order to immediately execute and implement the conversion.

He said the motion for reconsideration filed by farmers' groups would not stop the conversion.

PIs reaction can stop order

"There is no motion for reconsideration that stops a court order. That would be unfair to the other party," Abcede said.

Early this week, the PCGG asked the high court's permission to convert another 27 million San Miguel common shares belonging to the PCGG Industry Trust Fund Cooperative Agrarian Reform Program (PCGG IFF-CARP) into preferred shares, under the same circumstances and conditions as the conversion of the 720 million shares.

Coconut farmers groups—which are claiming the San Miguel shares because they were bought with funds from a forced tax imposed on them by the dictator Ferdinand Marcos in the 1970s—oppose the conversion, saying it was disadvantageous as it would mean that the government would lose its voting rights in San Miguel.

Grave injustice

They said the high court's approval of the conversion was a "grave injustice" and showed a lack of appreciation for the struggle of the coconut farmers to recover the once lavy funds used against "the manipulations of [San Miguel chair Eduardo] Danding Cojuangco."

The block of 750 million shares that the Supreme Court earlier approved for conversion from voting preferred shares is equivalent to 23.4 percent of San Miguel's stock.

The second tranche, equivalent to about 8.8 percent of San Miguel's 3.2 billion total listed shares, is being held in trust by the PCGG for CARP.

Together they make up the government's 24-percent stake in San Miguel. The shares were originally held by 14 companies under the Coconut Industry Investment Fund (CIIF), a holding company controlled by Cojuangco.

In 1986, the PCGG sequestered 47 percent block of San Miguel shares, claiming that they were illegally acquired by Cojuangco using the coconut levy funds which he administered during the Marcos regime.

In 2004, the Sandiganbayan anti-graft court awarded 27 percent of the shares to the government in behalf of the coconut farmers.

Cojuangco won provisional control over the remaining 20 percent during the Estrada administration, which allowed him to return as San Miguel chair and CEO after an absence of 12 years.

The Sandiganbayan has yet to decide who owns the San Miguel shares.

Abcede said the dividends from the converted shares are supposed to reach P4 billion annually but this will be put in escrow account until the courts decide who owns the shares.

Set up foundation

He said government was planning to set up a foundation so that proceeds from the dividends that would be put in escrow could be used to help the coconut farmers.

The government will have a major say in the foundation and farmers group will also be represented.

"That is why we are asking them to organize and to clean up their ranks so that they can be included in this foundation," Abcede said.

"This is like the Samson rights victims. We have to be certain that they are valid coconut farmers," he added.

Abcede rejected suggestions that the dividends be immediately released to coconut farmers, saying that this would be illegal.

"The court is still trying to resolve the ownership issue as these shares are still in the court's custody. To release the dividends would be plunder," he said.

Carl Ma, consultant of the Kilusang Magbubukid ng Pilipinas, said presidential aspirants Benigno Aquino III, Francis Escudero, and Gilbert Teodoro should make public their position on the whole coconut levy funds issue.

Ala sand the conversion of the shares was "almost certainly to commend" to the 2010 election and was an administration ploy to curry favor with Cojuangco.

"These installments must make their congressional councils on these issues and not play with the spirit of pacto being done by the Arroyo administration in the detriment of the greatest small coconut farmers," Ma said.

Teodoro is the presumptive presidential candidate of the Nationalist People's Coalition, the party controlled by Cojuangco, while Aquino and Teodoro are nephews of Cojuangco.

A portion of your purchase in all INTUNE PRO-MUSIC CENTER will be donated to the victims of ONDOY

SC: Bulacan vote recount to continue

WITH JUST SIX MONTHS TO go before the next election, the Supreme Court has lifted its order halting the electoral protest case against Bulacan Gov. Joselito Mendoza.

By a unanimous 11-0 vote (with three justices on leave), the high court affirmed the Commission on Elections (Comelec) is poised with the recount sought by former Bulacan governor Roberto Pagdanganan who lost to Mendoza in the May 14, 2007 elections.

The high court was not convinced the Comelec committed grave abuse of discretion in handling the protest case, as Mendoza alleged in his petition before the court, and so lifted the status quo order it issued on July 14.

Mendoza had assailed the Comelec Second Division's orders dated April 29 and May 20, that allowed the continuation of the revision of ballots even though there have been turned over to the Senate Electoral Tribunal (in the election protest case filed by Aquilino Pimentel III against Sen. Jose Miguel Zubiri).

The governor also questioned the closed-door proceedings conducted by the Comelec in June on his case, saying that he was not informed about this in violation of due process. (Jess Diaz/Inquirer)

No politics in app't, says new commish

NEW ELECTIONS COMMISSIONER Gregorio Larrazabal, who was sworn into office yesterday, dismissed allegations his appointment was a political accommodation ahead of the 2010 elections.

Larrazabal, who was a Commission on Elections (Comelec) regional director before his recent appointment, pledged to help the poll body conduct clean and honest elections next year.

He took over the term of Jose Melo Commissioner Romeo Brawner who's ends in February 2011.

While his term may be for less than two years, Larrazabal said he intended to work hard to make the national and presidential elections a success.

Youngest commissioner

The youngest commissioner at 56, Larrazabal said he would like to focus on making youth voters participate in the elections.

"I'm here to give inputs, to make the commission to ensuring that the 2010 elections will be smooth and orderly. My term may be short but what's important is not its length but the impact the elections will have for Philippine democracy," Larrazabal told reporters after he and another new commissioner, Elias Yusoph, took their oaths of office.

Yusoph's term ends in 2015.

Allegations surfaced that Larrazabal was named to the poll body as a concession to Leyte Rep. Martin Romualdez, a close ally of President Macapagal-Arroyo.

Romualdez was involved in controversy recently after it came out that he had paid for the P1.million dinner for Mr. Arroyo and her party on a posh New York restaurant in July.

Not a political concession

Larrazabal said his appointment was not a political concession but that he was qualified for the post.

He pointed out that he was a career elections officer, having served as provincial elections supervisor in Bulacan and Quezon first and as regional election director in Bicol and Eastern Visayas.

"People had to realize that before I was appointed commissioner, I was the regional election director of Region XIII. And I'm still the president of the Comelec RED Organization of the Philippines. My presence here represents all regional directors," he said.

Larrazabal was appointed last month, while Yusoph was appointed in February. Both commissioners could only take their oaths of office while the Congress is in recess. Kristine L. Alave

'Clear and present danger to lives, property'

Front page A1

said in their resolution. During prolonged dry spells, they don't help any, they said.

"Small and medium-sized water impounding dams managed and operated by farmers are destined as safer and cheaper alternatives to giant dams," they said. "What is needed is a 21st century solution to provide water, irrigation and power needs."

The house committee on climate change is to resume its hearing today on the devastation in Pangasinan. The panel has summoned officials of Angat, Ipo and Pantabangan dams in a bid to push for dam disaster management procedures.

Still bursting at seams

The San Roque Dam, used by power generation and irrigation, still had excess water of around 700 million cubic meters as per rid of from Dagupan's drenching that devastated a wide swath of Pangasinan and parts of Tarlac and Nueva Ecija and left more than 100 people dead.

Yesterday two gates were opened to dump the excess water.

Napocor spokesperson Dennis Gora said that with huge inflows from the watersheds and the Ambuklao and Binga dams in Benguet the two spillways would remain open until San Roque reaches its normal level of 280 meters above sea level (masl).

Mayor Manuel Collado of nearby Alcala town said he had asked residents in three villages along the swollen Agno River to evacuate a portion of the earth dike with sand bags.

"We just wanted to be sure that this dike will not breach in case the water comes here," Collado said.

Far from normal

Alex Pelaelo, head of the flood forecasting and warning system of National Power Corp. (Napocor), which owns San Roque Dam, said yesterday's opening of the spillgates was necessary to bring its volume to its normal level of 280 masl.

At 6 a.m. yesterday, the dam's water level was 286.7 masl.

The dam captures waters released by Binga and Ambuklao dams to regenerate Agno River in Benguet. At the height of the heavy rains on Oct. 9, San Roque Dam opened all its six spillways for a total release of 5,072 cms. The water spilled was roughly equal to the total discharges of Binga and Ambuklao dams.

Local executives have threatened to sue managers of San Roque Dam for the devastation and deaths caused by widespread flooding, aggravated by the release of water from the swollen facility.

Finger-pointing

Seeking to escape responsibility, officials of government agencies involved in the dam's activities have been pointing accusing fingers at each other.

Tom Valdes, vice president for corporate social responsibility of the San Roque Power Corp. (SRPC), which operates the dam, said his company followed the instructions issued by Napocor at the height of the storm drenching.

"We coordinated closely with flood control experts from Napocor officials. Our personnel carried out the instructions of Napocor managers," he said.

Pelaelo, Napocor's flood operations manager, said he could only authorize the release of the dam's excess water of upto 500 cubic meters per second (cms), following the flood operations rule.

"Beyond 500 cms, it's Pagasa (Philippine Atmospheric, Geophysical and Astronomical Services Administration) that takes over," he said.

'Qualitative forecast'

Dr. Susan Espinueva, head of Pagasa's flood forecasting branch, said: "That's not true... They are the ones operating it. We don't have people there."

She said Pagasa's role in the investigatory group is to give weather forecasts and tropical storm warnings.

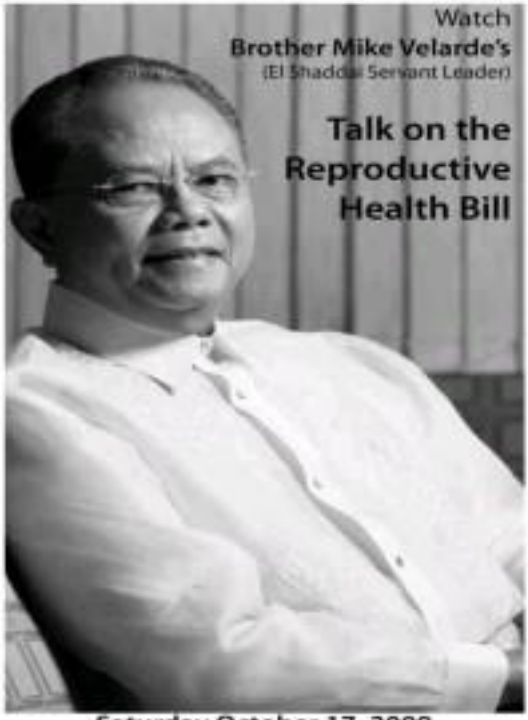
"We issue forecast rainfall. We cannot forecast the volume of rainfall were the watersheds. What we give them is qualitative forecast. Light, moderate or heavy," he said.

Espinueva said Pagasa did not have instruments to measure rain volume.

"We only have the satellite images. We don't have yet radar over the area," she said. With reports from Gabriel Icamina and *Vincent Cabreza, Inquirer Northern Luzon, Carmela Reyes and Analiza Bagus, Inquirer Central Luzon, and Leila B. Salaverria, Michael Lim Ubac and Amy R. Remo in Manila*

RESIDENTS bring near the Agno River in Villasis, Pangasinan, survey what was once the banks of the river swollen by excess water released from the San Roque Dam since Oct. 8, 2009. NONOY LAGMAY

TOPSY-TURVY AFTERMATH: A concrete house tilts to one side, a testament to the fury of the floodwaters that ravaged Rosales, Pangasinan, last week. LEO SOLIVEN



Aussie docs giving RP boy new face

SYDNEY—AUSTRALIAN DOCTORS HAVE operated on a boy from the Philippines with a rare and serious facial deformity that has left him without a normal nose or mouth.

Boy Vitalis, 13, was born with a gap in the bones in the middle of his face. The condition means he has difficulty talking and eating and has prompted him to wear a face mask wherever he leaves his village to prevent people from staring at him, surgeon John Arvier told AFP Wednesday.

Arvier was one of a group of doctors at Queensland's Wesley Hospital who operated on Vitalis on Tuesday. He said the boy was recovering well from the first surgery in which part of the top of his jaw was repositioned.

"He's coping pretty well," said Arvier.

The operation was in preparation for major surgery in February in which most of Vitalis's face will be rebuilt, he said. AFP

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RESIDENTS of Rosales, Pangasinan, fall in line to receive their share of relief goods one week after floodwaters triggered by Tropical Storm "Pepeng" inundated their homes. EDD CASTRO

Senate OKs ₱12-B rehab fund but warns vs misuse

From page A1

ment amid fears—expressed by senators before the joint resolution was passed—that the P12-billion fund could be used by the Arroyo administration, ahead of the 2010 polls, to ensure the loyalty to the ruling coalition of local officials whose constituencies were affected by the recent weather disturbances.

Spending guidelines

Sen. Pia Cayetano batted for the inclusion of "clear spending guidelines" in the joint resolution to ensure the efficient and transparent use of unprogrammed funds.

"We can't just allow the unconditional release of lump-sum appropriations to any people's agency (the National Disaster Coordinating Council) because this will open the floodgates to possible ruinas or abuse. It would even be a bigger calamity should these funds fall into the wrong hands," she said.

Cayetano noted that the presence of the resolution themselves had acknowledged that the usual bidding process would have to be relaxed to allow the immediate purchase of supplies and equipment for relief operations and rehabilitation of damaged areas.

Angara said the Fund was not enough but it would still serve as a "vital lifeline to the 1.2 million Filipinos devastated by the typhoons."

Spending mechanisms

"I am happy to report that this is a concerted show of support and solidarity as our people, shown by every single member of this chamber. We are grateful that despite the urgency, we did not forego the required course of action that will ensure transparency and accountability," he said.

A congressional oversight committee composed of members of the Senate and the House will be set up to ensure accountability, he said.

Angara shepherded the passage of the supplemental budget before the upper chamber adjourned the other day for nearly a month-long break.

Senators will resume on Nov. 9.

Angara said he had been receiving questions about the capacity of the Department of the Interior and Local Government (DILG) or the National Disaster Coordinating Council (NDCC), both headed by Secretary Gilbert Teodoro Jr., to administer the funds according to priority areas.

Teodoro has been chosen by the administration party Lakas-Kampi-CMD, as its standard-bearer for the 2010 national elections.

Angara said that although the transition was to help as many people as possible, "a strategic distribution system of the funds was necessary as there is no overlapping of relief efforts."

The NDCC, an attached agency of the DND, has been criticized for weak relief implementation and slow action in many provinces, citing the inconsistency of its information and perceived lack of commitment to its relief response duties, according to Angara.

He urged the DBM and NDCC to allocate funds for infrastructure in coordination with the public works department, principally bridges, roads and dikes for better access for rehabilitation work.

Gordon's caveats

During plenary debate, Sen. Richard Gordon suggested to Widodo that he come up with an itemized list of expenditures to be funded by the supplemental budget.

"This will ensure transparency in the measure so that our people will know that this is not one big scam or an opportunity to bring another crisis," he said.

Gordon said the government should use the budget as quickly as possible to alleviate human suffering and help people to get back on their feet.

Pimentel relents

Also during plenary deliberations, Senate Minority Leader Aquilino Pimentel Jr. initially said he had wanted Teodoro to resign from his post effectively upon the approval of the measure.

"We are trying to make sure that the head of the NDCC must not be a presidential candidate because if we allow this thing to happen, it is as if we are ordering him already for the highest position of the land," Pimentel said.

But the senator thought that his call would be unnecessary since Teodoro would be deemed resigned upon filing his certificate of candidacy on Nov. 30.

"My concerns have been addressed by the decent statement by the secretary himself that even before the money is actually released, he will be on the campaign trail and will no longer have any hand in the disbursement of the fund," Pimentel said.

List of Metro Manila damaged schools

Continued from yesterday

Metro Manila Damaged Schools

PASIG CITY

Schools	Damages
(...) ELEMENTARY	
Pasig (...)	Flooded rooms
1 Kapasigan (...)	Flooded rooms
2 Pedro Cruz (...)	Flooded rooms
3 Rizal (...)	Flooded rooms
4 Caniogan (...)	Flooded rooms
5 Kapitolyo (...)	Flooded rooms
6 Bagong Ilog (...)	Flooded rooms
7 Rosario (...)	Flooded rooms
8 San Antonio (...)	Flooded rooms
9 Sta. Lucia (...)	Flooded rooms
10 Dr. Jose P. Rizal (...)	Flooded rooms
11 Manggahan (...)	Flooded rooms
12 Sto. Tomas (...)	Flooded rooms
13 Bambang (...)	Flooded rooms
14 Pinagbuhatan (...)	Flooded rooms
15 Maybunga (...)	Flooded rooms
16 Sto. Rosario (...)	Flooded rooms
17 Pinagbuhatan (...)	Flooded rooms
18 Rosario (...)	Flooded rooms
19 Kapitolyo (...)	Flooded rooms
20 Manggahan (...)	Flooded rooms
21 San Nicolas (...)	Flooded rooms
22 San Juan (...)	Flooded rooms
23 Sto. Rosario (...)	Flooded rooms
24 Pinagbuhatan (...)	Flooded rooms
25 Rosario (...)	Flooded rooms
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47 Rosario (...)	Flooded rooms
48 Pinagbuhatan (...)	Flooded rooms
49 Rosario (...)	Flooded rooms
50 Pinagbuhatan (...)	Flooded rooms

QUEZON CITY

Schools	Damages
(...) ELEMENTARY	
1 Alicia (...)	Classrooms, equipment, furniture, computer books, supplies
2 North Fairview (...)	Classrooms and library
3 North Fairview (...)	Classrooms, equipment, furniture, books, supplies and supplies
4 Tres (...)	Classrooms and library, equipment, furniture, books, supplies
5 Holy Ro Elementary (...)	Classrooms, equipment, furniture, books, supplies
6 Masambong (...)	Classrooms, equipment, furniture, computer books, supplies
7 Regina Shangri-La (...)	Classrooms, equipment, furniture, computer books, supplies
8 Manuel L. Quezon (...)	Library and books
9 Talipapa (...)	Flooded rooms
10 Tandang Sora (...)	Flooded rooms
11 San Antonio (...)	Flooded rooms
12 Roosevelt (...)	Flooded rooms
(...) ELEMENTARY	Flooded rooms
1 North Fairview (...)	Flooded rooms
2 Masambong (...)	Classrooms, equipment, furniture, computer books, supplies
3 Commonwealth (...)	Classrooms, equipment, furniture, computer books, supplies
4 Culiat (Matandang (...)	Classrooms, equipment, furniture, computer books, supplies
5 Dona Rosario (...)	Flooded rooms
6 Culiat (...)	Flooded rooms
7 Culiat Elementary (...)	Flooded rooms

MALABON-NAVOTAS

Schools	Damages
(...) ELEMENTARY	
1 Dampalit (...)	Flooded rooms
2 Dampalit (...)	Flooded rooms
3 Maloloy (...)	Flooded rooms
4 Panghulo (...)	Flooded rooms
5 Tanguisan (...)	Flooded rooms
6 Hulong (...)	Flooded rooms
7 Longos (...)	Flooded rooms
8 Tinajeros (...)	Flooded rooms
9 Concepcion (...)	Flooded rooms
10 Catmon (...)	Flooded rooms
11 Malabon (...)	Flooded rooms
12 Muzon (...)	Flooded rooms
13 Tinajeros (...)	Flooded rooms
14 Longos (...)	Flooded rooms
15 Hulong (...)	Flooded rooms
16 Catmon (...)	Flooded rooms
17 Concepcion (...)	Flooded rooms
18 Malabon (...)	Flooded rooms
19 Muzon (...)	Flooded rooms
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41 Tinajeros (...)	Flooded rooms
42 Longos (...)	Flooded rooms
43 Hulong (...)	Flooded rooms
44 Catmon (...)	Flooded rooms
45 Concepcion (...)	Flooded rooms
46 Malabon (...)	Flooded rooms
47 Muzon (...)	Flooded rooms
48 Tinajeros (...)	Flooded rooms
49 Longos (...)	Flooded rooms
50 Hulong (...)	Flooded rooms

MANILA

Schools	Damages
(...) ELEMENTARY	
1 Marcela Agoncillo (...)	Roofing, ceiling, gutter leaking, instructional materials
2 A. S. Fernandez (...)	Classroom, books
3 T. Pigo (...)	Roofing, ceiling, gutter leaking, flooded rooms
4 R. Alfonso (...)	Roofing, ceiling, gutter leaking, flooded rooms
5 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
6 R. C. Ventura (...)	Roofing, ceiling, gutter leaking, flooded rooms
7 S. G. Silvino (...)	Roofing, ceiling, gutter leaking, flooded rooms
8 M. Aguinaldo (...)	Roofing, ceiling, gutter leaking, flooded rooms
9 M. Hizon (...)	Roofing, ceiling, gutter leaking, flooded rooms
10 Ramon Magsaysay (...)	Roofing, ceiling, gutter leaking, flooded rooms
11 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
12 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
13 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
14 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
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48 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
49 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms
50 Gen. V. Luna (...)	Roofing, ceiling, gutter leaking, flooded rooms

FLOODED Iran the Bureau of Fire Protection help clean up Sta. Elena High School in Marikina City, one of the hardest-hit public schools in Metro Manila by Tropical Storm "Ondoy."

TAGUIG CITY

Schools	Damages
(...) ELEMENTARY	
1 C. T. Santos (...)	Roofs damaged
2 Col. Cruz (...)	Damaged some fixtures
3 C.P. Garcia (...)	Damaged roofs
4 Ibayo (...)	Damaged ceiling, gutter, furniture and textbooks
5 Tuktuk (...)	Flooded rooms
6 Upper (...)	Minor damage
7 Napindan (...)	Flooded rooms
8 Sto. Ni?o (...)	Flooded rooms
9 Ibayong Tipas (...)	Flooded rooms
10 Ususan (...)	Flooded rooms
11 Capt. V. Francisco (...)	Flooded rooms
12 Capt. V. Francisco (...)	Flooded rooms
13 Sta. Ana (...)	Flooded rooms
14 Upper (...)	Flooded rooms
15 M.P. Glaseno (...)	Flooded rooms
(...) ELEMENTARY	
1 Ibayo-Tipas (...)	Minor damage
2 Ligid (...)	Flooded rooms
3 Lower (...)	Flooded rooms
4 Sto. Ni?o (...)	Flooded rooms
5 Sto. Ni?o (...)	Flooded rooms
6 Sto. Ni?o (...)	Flooded rooms
7 Upper (...)	Flooded rooms
8 Ligid (...)	Flooded rooms
9 Ligid (...)	Flooded rooms

MARIKINA CITY

Schools	Damages
(...) ELEMENTARY	
1 Nueva De Tatalon (...)	Roofs, and other instructional Materials Roofs, ceiling, gutter, books damaged furniture and others
2 Fortunato (...)	Books damaged, furniture, Computer Laser, Furniture, Books, Pipe
3 Malanday (...)	Roofs damaged, furniture and others
4 Concepcion Uno (...)	Roofs damaged, furniture and others
5 Fortunato (...)	Roofs damaged, furniture and others
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50 Fortunato (...)	Roofs damaged, furniture and others

To be continued tomorrow

Correct errors first, says crusader

By Philip C. Tubeza

WITH TENS OF thousands of public school textbooks destroyed by typhoon "Ondoy" and "Peping," the Department of Education (DepEd) should take this opportunity to correct the errors in them before buying them reprinted, Sen. Joker Arroyo said on Wednesday.

Go said that the "finishing touch" that DepEd released to correct more than 450 errors in 30 English textbooks used from Grade 1 to Grade 10 was "not enough" since one of the reviewed textbooks had "so many as 750 errors."

"That is not enough. I want to be happy with the [correction from DepEd] but I can't because in one textbook used in Grade VI, I found around 750 errors," Go said.

"If they really want to correct these books, then they should have gone all the way and corrected all the mistakes," he added.

PHILIPPINE DAILY INQUIRER
OPINION

Amorphous

THREE DAYS AFTER PRESIDENT MACAPAGAL-Arroyo signed the executive order creating a reconstruction commission, and two days after the announced list existence, the EO remains unencumbered and unreleased. All the general public has to go by is the stories of announcements from Malacañang.

We understand the sense of urgency that must have announced the early disclosure. The epic scale of the devastation wrought by "Ondoy" and "Peyong" grows bigger, and more stark, with each day's passing. But the laundry list of responsibilities assigned to the Special National Public-Private Reconstruction Commission, to use its full name, strikes as an overly broad, amorphous even.

We reiterate our stance that a joint undertaking of the government and the private sector only blurs accountabilities, and that it may be best for private sector leaders to join government representatives in a fact-finding mission instead.

But even given the reconstruction commission's own announced objectives, there seems to be considerable overlap with the functions of other government institutions.

To quote from the official line—quite literally, the phrasing recurring in the announcement of the Office of the Press Secretary and in the release of the Philippine Information Agency—the commission will "study the causes of the weather abnormalities, what actions to take to prepare the country and the concrete such actions will entail."

Efforts are already underway to "study the causes of the weather abnormalities." The Senate committee on climate change, for instance, has already started its inquiry. How will the commission's work differ from that already in process?

Also, the transparent idea behind this particular cluster of objectives is to help make the case for the Philippines as a victim of climate change, the premise behind the reconstruction commission's funding program. Presidential adviser Ged Allan Gen. Jose Sidondo has made the point, and President Arroyo has echoed it, that a victim of climate change should not be punished—say with commercial lending rates or a time of crisis—but helped instead. There is much to be said for this line of argument—but does the flim set of objectives include determining the actual conclusions that led to the gross floods? This particular fact-finding work seems to us to be of paramount importance, especially as the definition of the problem defines the follow-point solutions. But this part of the work seems to be existing, lost in the general atmosphere.

The commission's several set of objectives has been announced as follows: "It will also undertake the rehabilitation plan for wrecked infrastructure and other priorities, prioritize programs as well as oversee implementation of these programs."

As the exemplary case of the Marikina City cleanup demonstrates (as contrasted, say, with the case in Pasig City), a lot can happen, and happen fast, if the national government throws its resources behind a solution. But to choose which of the many areas needing rehabilitation to prioritize is not only a management decision, fueled by the best available information; it is also a political act of will.

Will the public-private commission have the political mandate to make the tough decisions?

The third set of objectives is the one by which the commission is already known to the public: It will "also raise funds, especially grants, to fund reconstruction. It will also serve as a clearing house for international assistance implemented by donors themselves using the cluster approach."

We can understand the necessity of putting the country's best foot forward in dealing with the international community, hence, the premium Malacañang has placed on the diplomatic coup, as it were, of persuading businessman Manuel V. Pangilinan to serve as the commission's chair. But again, the commission's amorphous mandate raises questions. For instance, won't the nominally political decisions making involved in steering the second cluster of objectives (the rehabilitation plan) affect the commission's ability to raise funds abroad?

In sum, the reconstruction commission seems to be weighed down by the responsibilities that ought to devolve to the President herself. That she needs to create a commission to discharge the work is one more proof, the final evidence, that she is the principal victim of her own crisis of legitimacy.

EDITORIAL

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Floods in the old days

THE INDESCRIBABLE FLOODS IN LUZON MADE me reminisce about the frequent floods in the old days in my hometown of Malolos, the heroic of the Philippines. In this small town, as in neighboring Bocaue, a flash event when it does not rain. Because for such a small town, two rivers run through it.

The phases of the moon dictate whether a flood or not; the moon brings the high tides that periodically flood the two municipalities. Residents of Malolos live with only one eye on the calendar, to determine the date of the high tide. Even in these modern times, residents who work elsewhere wait in anticipation outside the town before going home, waiting for the tide to ebb.

During the town fiesta, two flavital parades competed for grandiosity, one for the Catholic Church, the other for the Philippine Independent Church. And during St. John the Baptist's feast day, widely known as "San Juan," different water sports were held in the rivers.

Expectedly, flower were among fishponds here and fishing was the livelihood of many residents. I opted in the past tense because the rivers that provide sustenance for the fishponds are now so polluted that no fish would survive in them. Most of the fishponds have been filled up and sold as residential lots—or memorial plots. Also, mangroves used to line the banks of the rivers. Not anymore. The mangrove trees are gone. They have been replaced by squatters. In fact, the idea of squatters at the back of the Tenejeros-Tullahan river—one bob going to Navotas, the other to Caloocan—has been mentioned and bounced around several times.

Back then, when I was growing up in Malolos, that stadium was our playground where most of us learned how to swim. In the old days, children learned how to swim almost as soon as they learned how to walk. The rivers and the mangroves stands were our playgrounds, and most of the games we played, aside from the usual games, were catching fish and crabs.

During high tide, we would watch the water overflow the banks of the river and slowly creep into the streets and yards. And then we would play in the decreasing water, from waist-line water allowed to play in the water. But the river water back their wet clothes, not the attitude never that it is now.

During storms, the water turned brown from the silt carried by the floodwaters. We watched the swiftly moving water from the wooden bridge that connected Barrio Sinagan to Catmon. Fishpond owners watched the water level rise cautiously, for when the rivers overflowed its banks, the fishponds would fill up with water and the fish would escape.

Also, they watched with dread the leaks and the cracks in the fishpond dikes getting bigger. The leaks spanning like necessary holes in a garden hose were the lesser harbingers of trouble into the dikes. When the pressure of the swollen river became too much, the fishpond dikes gave way and the water rushed in, flooding the fishponds and letting the fish escape. When this happened, the fish swam into the rivers, ponds and houses, and the residents had a field day catching them with whatever fishing tool was at hand.

Our house was built in a compound on an acre land in the middle of fishponds. It was connected to the street by a long, long, long dike no more than three feet wide, just enough for persons to walk in single file. When the ponds were flooded, our compound was flooded, too. The compound was surrounded by fishponds' trees and geometric shrubs, and during floods the ponds and our compound were like one big sea. The trees and plants appeared as if they were only inside so that we didn't fall into the deep ponds.

Our main house had a basement. During floods, this basement filled with water, and with the water went the fish. Days later, when the flood ebbed, the basement would still be full of water with the fish in it. We could hear them splashing in the water. We let them stay there, breeding there with fish new-born and fish, and caught them when we ran out of stock.

In the ponds also grew a spiny but delicious fish called mayonesa or bandi. Rare in ponds, this fish can climb up the banks of the pond in rescue flooded yard. With the floodwaters flowing down the banks, the fish thought this was the new upstream and struggled up. From the windows of our house, we could see them splashing in the water in the yard. We would go down the house and catch them with nets or bamboo traps called salakab and put them, too, in earthenware filled with rainwater, there to remain until we needed them for meal. Roasted on red-hot coals, the bandi had a very delicious smell, and was very tasty eaten with steaming rice, especially when it was raining.

In summer, it was different. All kinds of fish and crabs came with the rainwater to the ponds. Among them was mudfish or dalag. A ferocious fish with razor palms emptied into our end of the fishponds. The mudfish spawned in this season and the fingerlings found their way into the fishponds.

Mudfish is a freshwater fish but the water of the fishponds, coming from the sea through the river, is salty in summer evaporation makes the water even more salty. The salt makes the eyesight of the mudfish weak. As the water becomes progressively saltier, the sight of the fish becomes weaker.

At the peak of summer, the mudfish become totally blind and rise to the surface in big numbers. We went down into the water and caught them with nets and spears. Sometimes, when nothing else was handy, we clubbed them on the head with firewood.

When the water was low, we caught so many mudfish we gave them away to relatives and neighbors and still ate mudfish, cooked in many different ways, for weeks.

Those were the days.

Neal H. Cruz

In defense of disaster triage

THE MONDAY MORNING QUARTERBACKS have spoken on Typhoons "Ondoy" and "Peyong," and I'm appealing that they speak last. Surely we the public are entitled to know more about the decision to release water from the dams, and the congressional inquiries should hunt out the truth but we can wait. We are entitled to ask "Why so sudden?" enough to overpower the downstream cities, apparently without warning the hapless communities that didn't even have the chance to flee.

But for us to second-guess the decision itself bereft of more specific information of reasons direct to us ignore the moral quality of all tragic decisions. Medical triage—in the battlefield or in the emergency ward—is the process of prioritizing patients based on the severity of their conditions, and calls upon the doctor or nurse in charge patients into those who are likely to live, those who are most likely to die, and those for whom immediate care will likely make a difference. Thus for the decision to release the waters to save lives achieved in an extremely scientific decision, it is not it is a moral decision for which we must bring to the table those who carry accountability and not just expertise. It calls upon the expert to make the necessary compromises and upon the politicians to voice the values by which they score points.

It is euphemistically unrealistic to expect them to make exact decisions. Last week, we heard critics say that the dams shouldn't have opened their floodgates. A few days ago, the winds drifted and suddenly the critics say that the dams should have been opened sooner rather than later. That is necessarily so, such decision-making is speculation, and compels us "to wager our salvation upon some prophecy based on imperfect knowledge."

In fixing the other week, when huge portions were under water because floodwaters two weeks after Ondoy's deluge, the columnist victims decried the distribution of goods through *salbi* (alms). *We are all desperate*, cried one on TV. Why should only a few get the

Raul C. Pangalangan

Survey captures mood for honest gov't

ANALYSIS

Amando Doronila

THE THIRD QUARTER SOCIAL WEATHER STATIONS survey has proved to be a disappointment to certain presidential aspirants who hoped to regain the momentum they lost after the entry of Sen. Benigno "Noynoy" Aquino III in the presidential race on Sept. 9 as Liberal Party candidate.

The survey, conducted on Sept. 18-21, in nine cities with 1,000 adults nationwide, showed Aquino leading, with a 44 percent vote, a field of 11 aspirants. Aquino led the pack with a huge gap ahead of his closest rival, Sen. Manuel Villar, who got 27 percent. Aquino's showing the first two years harmed Presidents Joseph Estrada with 18 percent, Sen. Panfilo Lacson, 15 percent and Sen. Manuel Roxas, 12 percent.

Roxas has withdrawn from the presidential race to make way for Aquino, and to spur Aquino's vice presidential candidacy, which is on the ticket of the faltered of the survey were Vice President Noli de Castro, 6 percent; Sen. Loren Legarda, 5 percent; Defense Secretary Gilbert Teodoro, 4 percent; Sen. Pedrito Lacson, 2 percent; and Makati Mayor Jejomar Binay, 2 percent. Sen. Richard Gordon, Bro. Eddie Villanueva, all with 1 percent each.

The survey indicated that the race has just tested in the first five, all of whom are identified with the opposition, which has however remained fragmented despite efforts from some opposition circles to unite. Aquino, a solid 44 percent, presidential aspirant appear to bank one another more intensely than they detest President Macapagal-Arroyo, who has declared that she is stepping down as mid-year elected term in May.

Respondents were asked: "Who do you think are good leaders who should succeed President Gloria Macapagal-Arroyo as president in the May 2010 election?" The respondents were not prompted or given a list of names to choose from.

The third quarter survey followed the SWS survey on Sept. 9 and 13, in Metro Manila, the Luzon north provinces of Central Luzon and Southern Tagalog. In that survey, Aquino spurted ahead of the pack with 50 percent of the vote. He dislodged the former from runner, Villar, who placed second with 24 percent. The Aquino surge, which came in the wake of the national outpouring of grief over the death of his mother, President Corazon Aquino, ripened the ratings that spunk down and left the Villar camp and the rest in limbo.

Aquino's name did not appear in the June 2009 survey where Villar polled 35 percent to lead the field. Estrada had 23 percent, Lacson, 20 percent and Roxas, 20 percent.

The Sept. 18-21 survey did not offer hope to those swept aside by the 50-percent spurt of Aquino in Metro Manila and Luzon. They thought Aquino's budget would thaw and that he would catch up and outdistance his gap. This did not happen in the Sept. 18-21 survey which showed, suggested that it reflected a nationwide, rather than a Manila-Luzon reality.

Villar in the recent survey still remained a poor second, he gained a more than 10 points (27 percent from 16 percent). Estrada, who got 18 percent in September, lost seven points (down from 25 percent in June). Lacson also polled 15 percent in September, down from 20 percent in June. Sen. Jinggoy Estrada scored 8 percent in September, but remained, from 10 percent in June.

Apparently disappointed with the late September survey, the Villar camp sought consolation in the fact that the campaign period was still young and there was still time to catch up. Adel Tamano, the spokesman of Villar's Nacionalista Party, said that despite changes in the recent survey, the party remained confident of its chances in the May 2010 election. "This is part of the dynamics of a political campaign, and we expect more changes to happen in the run up to the election," Tamano said.

On the administration's side, the survey showed improvement in the rating of Teodoro, who rose to 4 percent from 0.6 percent in the previous survey. Teodoro admits leftward in the favored by President Arroyo as the ruling coalition's candidate has the advantage of having the administration's political machinery behind him, but it at the same time hampered by his association with the imminently unpopular President. Aquino interpreted the survey as showing he has retained his lead, he vaguely called "sinking the competition." He said "at the end of the day ... this is the expression of the people's desire for change in our country. Our platform, our solution is commensurate to the problems our country presents facing."

The third quarter survey is not the time-proof dential candidates crystallize their platforms and policies. However, Aquino has been making the right noises about issues of transparent government, honesty and a change of government. He continues to campaign for "honesty" in the people. His liberal rhetoric has not captured the imagination of the public and has not sent the nation on fire, but the surveys have captured the mood of the public as response to calls for honest and trustworthy government. His message strikes resonance against the background of an ruling government plagued by scandals of corruption and abuse of power.

Aquino has provoked strong opinions about his leadership style and qualities. His political penetrate cannot be ignored. Either you like him or you dislike him. You can't be neutral about him. His unquestionable performance, lack of encounter experience and preparation for the presidency have come under fierce scrutiny and attack. But the surveys reflect a deep-rooted interest of public support for him, his assets as well as those running against him. Only the 2010 surveys will reveal whether his nomination is a bubble. So far, they have shown his rating is made of hard stuff.

The 'day after tomorrow' is today

AT LARGE

Rina Jimenez-David

I REMEMBER WATCHING IN 2004 A MOVIE called "The Day after Tomorrow" with the family of my sister Cloma, who lives in Virginia. Cloma wanted to see the movie because she was at the time working for an agency attached to the World Bank that promoted plastic for environmental purposes, and "Tomorrow" the purported theme of the movie, was the buzzword in environmental circles at the time.

Me, I wanted to see the movie mainly because of its genre, showing the demise of Liberty Hall-Hollywood.

Dennis Quaid stars in the movie as a climatologist who was on of a soaring "ice age," mainly due to the melting polar ice which is rapidly cooling down ocean temperatures. But even he doesn't realize that climate change is taking place even as he speaks, a reality that is now evident in disturbances across the globe, including baseball-sized hail in Tokyo and a series of tornadoes in Los Angeles. Jake Gyllenhaal portrays the climatologist's son, who travels to New York for a school competition and is trapped there with his friends when a great flood and snowstorm hits the city. Another star of the film documents Quaid's efforts to reach New York to rescue his son, and ends with the population of much of North America evening save into Mexico to escape the deadly freeze.

As we know, the movie's depictions of possibilities have become existing their mother about the movie's "absurd" premise and the extremely unlikely series of events that took place or what seemed like just a few days. In fact, critics dismissed "The Day After Tomorrow" for its unrealistic flaws, one critic and environmental activist describing it as "a great movie and lousy science." A climatologist challenged to watch the movie, remarked that it was "to climate science as Frankenstein is to heart transplant surgery."

* * *

WELL, I don't know. Given what the country has just gone through, it seems like the day after tomorrow has come today.

So this is what global warming is like: "extraordinary floods" resulting from unprecedented amounts of rainfall cascading through mountainous and shallower channels of water, landslides caused by a combination of heavy rains and erosion, the latter caused by deforestation and mounting death tolls due to neglect and inadequate responses. And the dying aren't stop here. Even now, public health facilities are being inundated with patients complaining of deadly illnesses resulting from water-borne diseases and bacteria in the floodwaters, an awful lot more imminent resulting from even-receding.

What's truly worrying is that if these weather disturbances and deadly phenomena are truly the result of global warming and climate change, then "Ondoy" and "Pepeng" will not be the last such catastrophes to afflict us and the Philippines, and many of our neighbors, are right in the path of the early manifestations of heating and cooling oceans ... more destructive and ferocious typhoons.

People say that by blaming "climate change" for what happened with Ondoy and Pepeng, we're distracting the public from pointing fingers at local and national officials whose neglect and indiscriminate actions contributed to the disaster.

True, they could! Some done a better job. And it's not too late to conduct honest-to-goodness investigations on the policies, actions and inactions that made a bad situation much worse.

BUT we also need to collectively acknowledge that the earth is no longer the same place it used to be. That due to our own wasteful and polluting habits, we have tilted the careful, delicate balance of nature, and that we must change the price it exacts to some.

We can start fighting the balance now by cutting back on our wasteful and polluting habits, and we can also support efforts to help us adapt to the changes that are already happening.

On the administration's side, the survey showed improvement in the rating of Teodoro, who rose to 4 percent from 0.6 percent in the previous survey. Teodoro admits leftward in the favored by President Arroyo as the ruling coalition's candidate has the advantage of having the administration's political machinery behind him, but it at the same time hampered by his association with the imminently unpopular President. Aquino interpreted the survey as showing he has retained his lead, he vaguely called "sinking the competition." He said "at the end of the day ... this is the expression of the people's desire for change in our country. Our platform, our solution is commensurate to the problems our country presents facing."

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Adaptation to climate change

COMMENTARY

Gemma Rita R. Martin
John J. Carroll Institute on Church and Social Issues

TWO DAYS AFTER "ONDOY," TORRENTIAL rains and the unprecedented flood in Metro Manila, I received a deluge of e-mail from my high school classmates sharing their experiences of woe and misfortune during that rainy Saturday and appealing for relief and assistance. Batasan, Cubao and nearby streets in Quezon City were submerged all the way up to the second floor of the houses. Marikina's sibling died, his canine companion was swept away by the flood as he was on the rooftop to avoid the rising waters. Valerie's new rooting been had to walk on roofs to get to a neighbor's house. Sandra's home and school, which she had tirelessly built for the last two decades, were in shambles. Annette's 5-year old daughter was also swept away and is missing to date and hasn't, respectively to reach higher ground.

These heart-rending incidents happened around Fla. Mesa Heights to Quezon City where my high school alma mater is located. As we bonded in the e-mail, we began exchanging horrific notes in Cantos, Pasig and Marikina.

Coincidentally, the John Carroll Institute conducted a three-day forum on adaptation to climate change in the same week Ondoy hit Metro Manila. The forum was actually part of a bigger project on climate change and poverty being implemented by the Ateneo Institute for Climate Impact Research and the Institute for Social and Development Studies at the Jesuit Messiah School of Philosophy, with funding support from MISEREOR of the German Catholic Church.

The interesting thing about this project is that it considers climate change from the perspective of justice. In particular, it aims to analyze the interactions between preexisting hazardous climate change and reducing global poverty. The ultimate objective is to develop policy briefs, policy dialogue and specific recommendations for global climate and energy policies that will support rather than undermine national and international efforts towards poverty reduction. Such recommendations and options for action can only be meaningfully formulated with sufficient support from and consultation with the various stakeholders, including the academe or researchers, business, church-based actors, the government, policymakers and civil society, particularly the marginalized groups.

The first conference of the parties (COP) to the Kyoto Protocol in Montreal, Canada, in 1995 was established as the center of the forum that aside from mitigation (or efforts to reduce the emission of greenhouse gases), the response needed today is adaptation since climate change is already here. This is evident in the unpredictability of the weather and the El Niño and La Niña phenomena in the past years, and which Ondoy exemplified.

In one of the sessions, Ateneo sociology professor Dr. Emma Porio presented the results of her study on the vulnerability and adaptation to climate change among the urban poor. She pointed out that climate change for them will be is an increase in the most people living in metro Manila and other megacities, especially the urban poor, it is a disaster. A 30-minute heavy downpour along Katipunan Avenue would cause flooding that would, in turn, lead to heavy traffic that for the urban poor means that they lose living or earnings and dangerous areas of the city. 10 minutes of continuous rain could mean destruction of lives and property.

Porio noted that this sector is already at a social disadvantage, having no security of tenure and living in danger zones like esteros, areas of creation and demolition. They also have to live with the stigma of being looked upon as squatters, thieves or marauders, a menace to society and an eyesore to urban living and development.

Two days after the forum, Ondoy reinforced these vulnerabilities. Appreciated by the release of more than 1 billion cubic meters of water and a torrential rain for more than 24 hours decimated Metro Manila, sparing no one and hitting those residing in low lying areas the most, including my bachmates, officemates, neighbors and even celebrity residents of gated communities. Stories of families getting separated, losing their livelihood, private organizations, such as schools, foundations, church-based organizations and the media initiated relief work and assistance. Everyone pitched in, no matter rich and in situation form, be it in cash, in kind or in volunteer work.

The outpouring of donations and support in Metro as well as overseas is indeed heartwarming. Volunteerism especially among the youth who are usually apathetic to their situation is laudable. But more than these relief efforts, long-term measures to mitigate the impact of climate change on the poor and vulnerable must be immediately put in place. Reducing one's vulnerability to the yearly typhoons and other natural disasters entails pro-active and preventive measures by the government in cooperation with the private sector. Poverty reduction efforts will be in vain if the fight for

Gender sensitivity in times of crisis

LETTERS

WE'D LIKE WE TAY OUR BEST TO PROMOTE TO E basic necessities and services to our sisters and brothers who were affected by the recent natural calamities. We as men forget our differences as individuals. Sensations such as rice, canned goods, noodles, shirts and blankets are only manage their hunger, thirst and relaxation.

However we forget to keep in mind the specific necessities of people, especially women and girls. They continue to perform their reproductive roles wherever their families have managed to temporarily settle. They are vulnerable not only to violence as everyone else, but also to physical and sexual abuse aggravated in the midst of confusion and desperation.

Let us include sanitary napkins, wet and dry tissues, body soaps and cleansers in our donations. We hope that local governments and relief institutions that are organizing relief efforts and setting up evacuation centers will take into account our differences as people with particular identities, gender and sexualities, among others. Let us strive to give affected people a level of privacy and security, however pressed for resources.

Learning from the lessons of past tragedies, including the Ketsana tragedy, where the most women were killed and injured for they did not know how to swim and found it difficult to climb to higher grounds and where some women were raped in exchange for help received—let us be gender sensitive in this time of tragedy.

—GINA ROMERA,
Isis International,
Pamantasang Pt., Batangas Central, Pt.

"SAMA- SAMA SA PAGHILOM
SA HAGUPIT NI ONDOY"
THE HEALING CONCERT
October 17, 2009 (SATURDAY)
7:30pm Kantana Arena, San Juan City
Fr. Andy Fabbri
Fr. Fernando Soares
Fr. Angie Jalandoni
Fr. Noel Lagos SVD
Fr. Jerry Orbos, SSS
Fr. Eliseo Fast Suarez, SVD
Fr. Eliseo Fast Suarez, SVD
Fr. Jerry Orbos, SSS
Fr. Eliseo Fast Suarez, SVD
Rachelle Ann Go
Mark Bautista
Fr. Andy Fabbri
Fr. Noel Lagos

THE PHILIPPINE COUNCIL OF MANAGEMENT

37th NATIONAL MANAGEMENT CONGRESS

16 October 2009 / Renaissance Makati City Hotel

Theme: "PHILCOMAN Responding to the Challenges of Managing the Global Economic Crisis"

DR. BENJAMIN S. SANTOS
Management Man of the Year

This year's PHILCOMAN's Management Man of the Year epitomizes the Council's Congress theme: "PHILCOMAN Responding to the Challenges of Managing the Global Economic Crisis."

At this time when globalization compels us to develop a niche for ourselves and maintain our comparative advantage, it is a distinct honor for PHILCOMAN to have with us Dr. Santos, a man who has devoted much of his life pondering the environment while at the same time reaping benefit and making good profits out of recycling sludge and used oil.

The Council's Board of Judges selected this Management Man of the Year 2009 based on the following criteria: 1) Recognized or established achievement in the field of economics, environment, business and industry; 2) Success as an entrepreneur; 3) Emerging leadership in e-commerce and IT; 4) Outstanding skills in strategic planning and management; 5) Track record in leadership and governance; and 6) Social relevance of activities and achievements.

As an inventor, Dr. Santos was chosen for his excellent work on Zero Waste Used Oil re-Refining Technology. This technology which has more than eighty (80) patents in foreign countries such as Great Britain, Russia, Japan, China, and Australia is responsible for recycling sludge and pollutant used oil into clean and usable oil, asphalt and clay materials, and in this process lessens the destructive effect on the environment. This invention is now the flagship of the Bensan Industries, Inc., which Dr. Santos himself manages.

In recognition for his work to protect the environment, Dr. Santos was conferred the Fr. Ani Santos Environmental Heroism Award on Earth Day 2009 while the World Intellectual Property Organization awarded him the prestigious Gold Medal Award for his invention and patents.

His business is not only dedicated to environmental protection. As an employer and business capitalist, he sees to it that business also has a social responsibility to promote employment and general income for its various stakeholders. Consequently, he was cited as an outstanding citizen of Caloocan City in 2006.

As an educator, Dr. Santos is committed to promote education as a means by which opportunities for learning may be dispersed to deserving students, regardless of their status life.

At present, he is the Chairman of the Board of Principals of the Philippine Scholastic Academy and Chairman of the Board of the Filipino Inventors Society, Inc., the umbrella organization of all inventors in the country.

The Philippine Council of Management
The 37th NATIONAL MANAGEMENT CONGRESS

Theme: "PHILCOMAN Responding to the Challenges of Managing the Global Economic Crisis"

PROGRAMME

8:00 a.m. Registration & Networking

9:00 Opening Session

Invocation — **Theresita S. Ando, Ph.D.** Auditor, PHILCOMAN

9:10 Statement of Policy — **EMIO Calma**

Statement Audience — **Emily B. Angeles, Ph.D.** Treasurer, PHILCOMAN

9:20 Welcome Remarks — **Reynaldo A. Lumpas, Ph.D.** Governor, PMA Class of 1974 and Congress Chairman

9:30 Presidential Message — **Bernardino C. Vera, Ph.D.** President, PHILCOMAN

10:00 Introduction of the Management Man of the Year 2009 Awardee — **Maria A. Ordanes, Ph.D.** Graduate Secretary, PHILCOMAN

Awarding of the Management Man of the Year 2009 — **Dr. Steven Vera, Mr. Rolf Rubio, Mr. Gerry Bellaluna, Dr. Ben Carpio**

Acceptance Speech — **Dr. Benjamin S. Santos** Pres., Bensan Industries, Inc. and Man of the Year 2009

10:45 **"Strategic Framework for Economic Recovery: Filipino Investors Perspective"**

Speaker: **Mr. Antonio M. Oposa** Vice President & Chief Risk Officer, Philippine Investment Alliance

11:15 **"Strategic Framework for Economic Recovery: Private Business Perspective"**

Speaker: **Mr. Ken Henderson** Country Coach and Trainer, Inner Dot Consultancy

11:45 Networking Luncheon / Entertainment Numbers

1:15 **"Strategic Framework for Economic Recovery: Investment Perspective"**

Speaker: **Hon. Glenn C. Rosencastle** Undersecretary, Department of Trade and Industry

1:45 **"Strategic Framework for Economic Recovery: International Perspective"**

Speaker: **His Excellency Ambassador Ian Kershaw** Ambassador of the People's Republic of China

2:15 **"Strategic Framework for Economic Recovery: Academic Perspective"**

Speaker: **Federico M. Macaranas, Ph.D.** Professor, Asian Institute of Management

2:45 Refreshments

3:00 **"Strategic Framework for Economic Recovery: People Empowerment Perspective"**

Speaker: **Rene D. Aguilar, Ph.D.** Professor, University of the Philippines

4:45 Open Forum — **Prof. Ed L. Bautista** Moderator

5:15 Recognition of Academic Achievement Awardees — **Dominico V. Ballangca, Ph.D.** Director, Graduate School of Business and Governance Studies

5:30 Closing Remarks — **Henry T. Sy, Ph.D.** Vice President for External Affairs, PHILCOMAN

5:45 Raffle & Door Prizes

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The Philippine Council of Management

HISTORY

The Philippine Council of Management (PHILCOMAN) is a non-profit, non-governmental and non-political federation of professional and technological societies, management development institutions, academic business enterprises, and professional managers dedicated to the development of management and improvement of management practices in all aspects of Philippine society.

PHILCOMAN was founded in 1954 by 16 organizations and registered groups under the inspirational guidance of Dr. Lilian M. Gilbreth, co-founder F. W. Taylor of the Scientific School of Management in the United States. Dean Conde B. Pallen was elected founding president.

VISION

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To encourage and develop widespread understanding, appreciation, and application of the principles and methods of effective management throughout the Philippines.

To serve as the link between and among technical and professional societies, universities, colleges, schools, business enterprises, entrepreneurs and managers to provide management assistance to and cohesive body, cohesive unity and adept to the changing situations and conditions affecting them.

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Inquirer reaps 7 top CMMA awards

Frances Mangosing

INQUIRER editorial cartoonist Jess Abrera raises his Hall of Fame trophy during Wednesday's 31st Catholic Mass Media Awards held at San Carlos Seminary in Makati City

"BLAIN in the Heart of Forest" won for INQUIRER photojournalist Nikki Jesus Ortuoste the Best News Photograph category during the 31st Catholic Mass Media Awards.

The Inquirer reaped seven awards, including the Hall of Fame trophy for cartoonist Jess Abrera, at the 31st Catholic Mass Media Awards held Wednesday at San Carlos Seminary in Makati City.

The two-day coverage produced Dizon's winning story, "Human bone found in human Torture Camp."

Ramos won for "Woods Pitbags Girl, 7, among 16 killed in carnage," a report on the alleged "massacre" between police and military suspects in Barangay Sitio Pasno, Maguindanao, a bloody late-night road chase that left several bystanders among the dead.

The 31st CMMA also honored the Inquirer's Senior U. Torre for Best Entertainment Column (Wordsmith), and Michael L. Tan for Best Opinion Column (Piso Kuri).

15 nominations

The Inquirer had a total of 15 nominations in seven categories, including:

- Best special feature: The "Coping" series, on how Filipinos deal with the global economic slump, by Tony Inocencio, Didi Cenizera, Virgie Baga-Reyes, Nina Parlan, Sharmed Cruz and Tessa Solitario.
- Best Business Column: "Sin Free Lunch" by Carlos Hidalgo.
- Best Investigative Report: A series on the state of Philippine education, by Tony del Rosario, Veh Cassareno and Jocelyn Uy; and "Wanted: New textbook examiner" by Edna Reades.
- Best News Coverage: "Nine shot dead in the head" by Yeeb Quintundo and Nita Calleja; "Witness leads to motion ruling to Reinat" by Nikko Dizon; and "Sr. Veneeta confirms 57,000,000 Palace bribe" by Juliet Javellana.
- Best News Photograph: "Boundaries: Bid Sicino clings tightly to Vice President Noli De Castro" by Raffy Lerma.
- Best Opinion Column: "Passion for Reason" by Raul Pagsanjan.

Tribute to Cory

Also in the program, the CMMA paid tribute to Aquino, the Philippine democracy icon who died of colon cancer on Aug. 1 this year, with a posthumous Journalism Award for being "an outstanding model of true Christian living."

Rolito Archbishop Angel Lagdameo, president of the Catholic Bishops' Conference of the Philippines, presented the award to Tessa Aquino, the late President's nephew and family representative.

Cory Aquino's "service to the people as a genuine democratic leader was firmly grounded on Christian values and ideals," according to the bronze citation.

The special award was inspired by the motto of the late Manila Archbishop Jaime Cardinal Sin, "I Will Serve."

Aquino led his rallied the Filipino people against the Marcos dictatorship during the four-day Edsa People Power Revolution in February 1986.

The CMMA recognizes outstanding achievements in print, broadcast, cinema and online media, cinema and music.

This year's competition drew a total of 537 entries for 47 media categories.

The awards were launched in 1978 by the Archdiocese of Manila under Sin's leadership to mark International Social Communications Day, so-called the Catholic Church element the importance of mass media and of instilling a sense of responsibility in communication.

The awards have since been held annually, except in 1986 and 1999. Pope John Paul II graced the awarding rites in 1980.

PDI remains RP's No. 1 newspaper

Frances Mangosing

Philippines who said they had noted a breakdown on the day he lives.

The national urban area covers Metro Manila and 21 key cities in the country.

Forty-four percent said they read the Manila Bulletin and 28 percent said they read the Philippine Star.

The circulation is 1.12 million readers for the Inquirer, 1.01 million readers for the Bulletin and 663,365 for the Star, according to Nielsen.

Also No. 1 in Visayas, Mindanao

The Inquirer also led among Classes ABC nationwide, with a 49-percent readership. Coming second, the Bulletin had 45 percent, while the Star had 35 percent.

Among Classes ABC in Metro Manila, the Inquirer was also on top with a 47-percent readership, while the Bulletin and the Star had 46 and 39 percent, respectively.

The Inquirer also led among ABC classes in the Visayas, where it had a 73-percent readership, while the Star had 49 percent and the Bulletin 31 percent.

In Mindanao, among Classes ABC, the Inquirer had 73 percent, the Star 26 percent and the Bulletin 20 percent.

Libre tops in Metro

In the same study, Inquirer Libre, another Inquirer publication, was found to be No. 1 free newspaper in Metro Manila.

Inquirer Libre is distributed at MRT, LRT1, and LRT2 stations and in member universities of the UNAP (University Athletic Association of the Philippines) and and the NCAA (National Collegiate Athletic Association).

Bandera, also an Inquirer sister publication, ranked first in yesterday readership among tabloid readers in the Visayas and Mindanao with 28 percent.

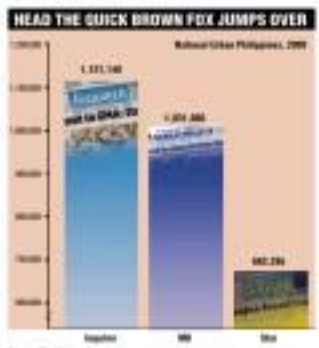
The Nielsen results for the first half of 2009 represent the average of the results for the first quarter and second quarter surveys, which were conducted from February to March and from May to June this year, respectively.

8,000 respondents

The study covering the first half of the year involved 8,000 respondents aged 10 years and older from all socioeconomic classes in Metro Manila, the cities of Baguio, Dagupan, Tuguegarao, Olongapo, Angeles, Batangas, Cavite, San Pablo, Legazpi, Puerto Princesa and Malolos in Luzon; the cities of Cebu, Iloilo, Bacolod, Dumaguete and Tacloban in the Visayas; and the cities of Davao, Digos, Zamboanga, General Santos and Cagayan de Oro in Mindanao.

It had a margin of error of plus minus 1 percentage point.

The Nielsen Company has been providing different industries with unmatched advertising intelligence, media measurement and advanced analytical tools in media for over 50 years. Rafe V. Pedroza, Dagupan Bureau



Source: The Nielsen Company

Loren says No. 2 list now down to 3 suitors

Frances Mangosing

SENATORS Loren Legarda and Chiz Escudero attend a hearing conducted by the committee on climate change on Wednesday. Legarda admits she is "agonizing" over Escudero's decision to postpone announcing his presidential run.

PHOTO BY LYN RILLON

evening her to be their No. 2 in the May 2010 polls had been shortened.

Legarda reiterated to reporters that "at least five" presidential hopefuls had asked her to be their running mate. "But entertaining them is another issue," she said without naming names.

Later, however, Legarda said she had chosen from the hopefuls still on her list were Senators Francis Escudero and Manuel Villar and Department of Energy Secretary Gilbert Teodoro Jr.

Outgoing President Joseph Estrada is no longer listed as he has already announced that Makati Mayor Jejomar Binay would be his No. 2.

Legarda said Sen. Richard Gordon, another presidential aspirant, had also pressed his suit, to no avail.

'Agonizing'

Legarda is actually "agonizing" over her political plans for 2010 following the sudden decision of Escudero, her party mate in the Nacionalista People's Coalition (NPC), to postpone announcing his presidential run in deference to the victims of massive floods and landslides.

But she made it clear at the weekly flagfest in Senate news forum yesterday that with or without Escudero, the pairing game would end late next week.

"Barring any severe weather disturbance and other disaster matters, I will make my formal announcement within 10 days," she said, adding:

"I will give my formal decision on not only the position I will contest but also my presidente, patriota and presidente pambato."

Legarda, the United Nations' regional champion for disaster risk reduction and climate change adaptation, has sounded out meetings on the causes of severe flooding in Metro Manila and other parts of Luzon.

Until yesterday, she had been reluctant to talk about whether she would run for president or slide down to the vice presidential slot in 2010.

"I'm still agonizing. I favor my candidacy!," Legarda told reporters, adding that she was more concerned about the "vulnerabilities and humanitarian disaster" that had gripped Filipinos in the past three weeks.

"We, we need politics; we need the politics of climate change," she quipped.

'Beyond 2010'

But reporters continued to badger Legarda on her political plans.

Asked about a possible tandem with Teodoro, the standard-bearer of the ruling Lakas-Kampi-CMD, she said: "We can help each other without necessarily running together. Politics goes beyond 2010."

Escudero was widely expected by his supporters to formally announce his presidential candidacy on Oct. 19. It was the day he turned 40, the minimum age requirement for those seeking the presidency.

But apparently wary of criticism from the public still reeling from the destruction caused by back-to-back storms "Ondoy" and "Pepeng," he canceled his birthday party and even the expected announcement.

Escudero's media officers said that about 70 percent of the NPC members had been affected by the flooding in Metro Manila and Central Luzon, and that he had decided to first focus his energies on helping them get back on their feet.

Logistics

An NPC insider said that apart from waiting for an unpropitious time to announce the Escudero-Legarda tandem, the party was facing a serious logistical problem.

NPC founder Eduardo "Danding" Cojuangco Jr. appears unwilling to bankroll its nationwide campaign this early according to the insider, who asked not to be named for lack of authority to discuss party matters to public.

Across the NATION

Assistant Editor Tony Burgonia

FOR LACK of morgue use, rescue workers have been washing and recycling body bags, instead of processing them as medical waste, as they proceed to search for more fatalities in Barangay Bonbon in Bongao. [illegible]

Jaro Church leaders warn of fake priests

By Nestor P Burgos Jr.
Inquirer Visayas

ILOILO CITY—THE ARCHDIOCESE of Jaro has warned against fake priests and unscrupulous people collecting money purportedly for religious purposes.

In a statement issued on Thursday, the archdiocese's Commission on Social Communications warned the public against a man who pretended to be a Franciscan priest and collected money for prayers for the dead.

While going to houses and offices to solicit, the man would bring on board of the Our Lady of Perpetual Help and pretend that the image came from Barcelona, Spain, according to the statement.

"The Commission on Social Communications of the Archdiocese of Jaro is warning... of fake priests and somebody performing Roman Catholic rituals and obtaining funds," the statement said.

The archdiocese advised the faithful to demand a celebret if anyone claiming to be a priest shows up offering religious services.

A celebret is an authorization issued by a bishop to a priest. It also certifies that the priest has no criminal or bad record.

The commission said priests of the Archdiocese of Jaro are unmarried do not go around offices to solicit funds.

It advised the faithful and the public to confirm the identities of those who claim to be priests by calling the Chancery Office of the Archdiocese of Jaro (telephone No. 33-32944-62).

They may also verify the identities of those claiming to be seminarians by calling the St. Joseph Regional Seminary (33-328 0000) and St. Vincent Ferrer Seminary (33-3294734).

Fear grips Benguet school kids

By Didoy Cantre
Inquirer Northern Luzon

LA TRINIDAD, BENGUET—STEPHANIE BULASAO, a Grade 5 pupil of the Pugas Elementary School here, was glad that classes remained suspended for the week.

It was not because the source of to prolong her break. She was afraid to go back to class after learning that bodies recovered from the mud and debris from a landslide in the community of Cpt. Kibangay were taken to her school.

"A lot of people died and they brought them to our school. It's scary," she told the Inquirer on Thursday.

Over in Lamtang, a sub-village of Barangay Pugas, 10-year-old Charlie Medlo, also a Grade 5 pupil, clung to his mother, Grace, on seeing the flooded wall underneath the Lamtang Elementary School where he studies.

"I am afraid," Grace quoted her son as saying.

Charlie, she said, also heard about the bodies taken to the nearby Pico Elementary School and this made him all the more reluctant to go back.

Bulasao and Medlo are just two of more than 1,000 pupils in three villages ceasing to school on Monday (Oct. 19).

Children's trauma

Gov. Nestor Pongasen extended the suspension of classes in all levels from Wednesday until Sunday over safety concerns and to allow relief operations to continue.

Benguet has 46,710 elementary pupils and 16,814 high school students.

Bringing normalcy back to schools is the Department of Education's task, said Dr. Mary Jane Ambagan, schools superintendent.

"We will repair 39 classrooms and many damaged school buses are also fixed with the task of overcoming the trauma and fear of our students," she said.

Ambagan said the Ivy Hills Elementary School in Tuding town was wiped out by mudslide.

Students in another public school in the same town, she said, have been advised not to enter the building since it site is an area that could cave in anytime.

"We are looking for room where they could hold classes in the meantime," she said.

Biggest fear

Children's trauma appears to be more serious in Pugas Elementary School, which sits a few meters from Little Kibangay.

Authority Area, the school principal, said some parents informed him they had decided to transfer their children to other schools.

"[They] said their children are afraid to go back," he said.

Two women stand out—the children are afraid of the dead or their bodies were among those buried in the landslide.

Arew said his school has turned into a temporary shelter for victims, except for three rooms.

A building was used for the wake of some of the dead. The library became a command post for medical teams that clean and embalm bodies found in the debris.

At least 74 bodies were processed in the library.

On Thursday, the bodies are 24 wound coffins piled near the library while 40 body bags, which have been washed, hung over the school's fence.

"We have not united our teachers that before they would begin their lessons, they should allow the pupils first to pour it all out," Arew said, referring to student's feelings about the tragedy that befell their community.

The school's 28 teachers underwent a recent stress debriefing sessions but Arew said he doubted whether that would be enough to prepare them.

Mary Jane Pachiguian, president of the school's Parents, Teachers and Community Association (PTCA), quoted many parents as saying their children would remain at school because of the bodies.

"We need a lot of convincing and explaining to do," she said.

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CHR to probe spate of unsolved Samar murders

By Nikko Dizon

THE COMMISSION ON HUMAN Rights (CHR) is set to conduct a public inquiry on the spate of unexplained killings in Samar Island, killing more than 50 unsolved murders in the province since 2007.

In a statement, the CHR took note that many of these killings were "veiled in mystery and remained unsolved."

"The suspicious character of many of these killings has pressed the CHR to raise the alarm over the current state of unsolved killings in the island of Samar," the human rights body said.

The past months have seen the murders of peasant activist Bernardo Mendoza in Basey; Father Cecilio Lucero, parish priest of Catubig; and Manolo Daza, brother of Samar Gov. Reynaldo Daza and uncle of 1st District of Northern Samar Rep. Paul Daza.

Election near

Reports have quoted Commander Daza as calling on the CHR to investigate the spate of killings in the province as election time draws near. The governor's brother was shot inside a cockpit arena in Rosario town early this month.

Father Lucero, a known human rights advocate, was the brother of Senior Vice Gov. Socrates Lucero.

CHR Chief Leila de Lima said in the statement that the human rights body intends to conduct the "full blown public inquiry" by early November "to give local officials and police authorities enough time to find answers to the current state of peace and order in their jurisdictions."

> "Whoever is, or which groups are, at the bottom of these killings, rest assured, the CHR will do everything to find out..."

"Like in the case of the so-called Davao Death Squad, this commission is bent on unearthing the causes and determining accountability for any form of extralegal killings whoever they's mean," De Lima said.

Davao executions

The CHR is also investigating a series of unsolved gangland-style killings of crime suspects in Davao City believed perpetrated by a vigilante group that has Mindanao front and borders.

Many of the victims in the Davao killings were minors are posted of petty crimes.

The motive behind the killings in Samar, as well as the perpetrators, remains a mystery to the CHR.

"We do not know for certain if these primarily involve state actors, insurgents, political rivals, illegal business or a combination of these," De Lima said.

"Whoever is, or which groups are, at the bottom of these killings, rest assured, the CHR will do everything to find out," she added.

No stopping CHR

De Lima also reiterated her despite criticism on the "limited powers" of the CHR, "this has never stopped us from catching out our constitutional mandate to investigate, mete projects or on complaint, all forms of human rights violations."

"Granted or not, people know that when we act decisively, we always have everyone's attention," she said.

The CHR en banc signed on Oct. 12 a resolution wherein the inquiry would "specifically look into the root causes of such [a] prevailing climate of lawlessness and culture of impunity in the area, the nature and level of official action taken thereon by the concerned government bodies, particularly the Philippine National Police and determine the [identity of] possible perpetrators of these killings."

The CHR, in the course of its investigation of extrajudicial killings, has created swords with the military in some cases that is investigating.

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NEWSBRIEFS

■ BIÑAN, Laguna

3 tested for rat disease

THREE PERSONS were brought to hospital here after showing symptoms of leptospirosis, a resident physician said.

Dr. Romulo Sta. Maria, consultant at the Department of Family Medicine and General Practice, University of Perpetual Help System, said the cases have been checked because the Research Institute for Tropical Medicine "seems to be running out of leptospirosis testing kits."

He said doctors, in the meantime, "will have to depend on their clinical skills and judgment."

He said early signs of the infection include high fever, red-like color of the sclera and blood patches in the eyes.

Leptospirosis is a virus present in rat urine that enters the human body through open wounds.

Biñan was the town hardest hit by Tropical Storm "Ondoy" in Laguna.

Floods in some villages of the town have not receded.

Alexander P. Cosico, Inquirer Southern Luzon

A BOY sleeps using a plastic pail as a pillow in an evacuation center in Laguna. NONO CHAVEZ/INQUIRER SOUTHERN LUZON

■ LA TRINIDAD, Benguet

Benguet gets tents

THE CAPITAL town got a total of international humanitarian aid when the United Kingdom-based Rotary International Shelter Box agreed to fly in 200 tents for 94 families who were rendered homeless by Typhoon "Pepeng."

The tents are now being cleared by DSWD at the Bureau of Customs in Manila, said Ramon Moreno Jr. of the Philippines United Nations Office Habitats Team, Civilian Disaster Action Group.

The acquisition and distribution of the tents were made possible by the joint effort of Moreno's group and the Australian aid international.

"Tarpaulins are not ordinary ones they are complete with cooking utensils and basic equipment needed to live in a house," Moreno said. Each tent costs around P100,000, he said.

He said the same type of tents has been used for refugees and evacuees in Iran and Rwanda.

Rainer Cadiz, Inquirer Northern Luzon

FLOOD victims, like the family of this man in Los Baños, Laguna, are increasingly turning to tents for shelter. CHARLIE VILLANUEVA/INQUIRER SOUTHERN LUZON

■ EVENTS

NHA'S 34th year

THE NATIONAL Housing Authority (NHA) reported an increase of 53 percent in the number of low-cost houses that it built from 2006 to 2008.

In a press release, the NHA said it built 38,777 units during that period compared to 25,304 units built from 1999 to 2005.

The NHA celebrated its 34th year on Oct. 16.

The release quoted Federico Lee, NHA general manager, as saying "NHA is much stronger in every aspect."

"We have achieved consistence in 1,400-to-two-positives and 75-percenters," he said.

Aside from doubling its housing production, Lee said the NHA was also successful in recovering lahatay squatters.

He said the production increase was due largely to a relocation program of the government Community 84,000 families.

NHA assets, he said, grew to P33 billion in 2008.

NHA was created Oct. 15, 1975, by Presidential Decree No. 757 to cater to the low-cost housing market.

Eric Justin Rex Manning and Lilian Zeremayan Coordinating Council chaired by Vice President Noli de Castro

GMA approves Metro makeover project

By Inquirer A/I

when there is already something?" Remonde said at a media briefing after the Cabinet meeting. "The idea here is to marshal the master plan as a starting point."

Ms Arroyo apparently was so interested in the study that she asked architect Milan Delabo Jr., one of its proponents, to present it at a Cabinet meeting.

"The President is very serious in considering it," Remonde said. "The President will have the political will until the end of her term."

He said Ms Arroyo had "nothing to lose" in implementing drastic changes in Metro Manila's urban setup since she was serving the last few months of her term.

Restrict development

In the study funded by the World Bank, the proponents recommended, "Development should be restricted by the application of controls to flood prone areas—in the Marikina Valley, the western shores of Laguna de Bay and the Manila Bay coastal area to the north of Manila."

At the Cabinet meeting, leaders from the Senate and the House of Representatives committed to have the Climate Change Act of 2009 ready for Ms Arroyo's signature by Oct. 30.

Body to replace NDCC

Lawmakers also pushed to pass immediately the bill institutionalizing the Office of Civil Defense (OCD) and Technical Assistance and Recovery Framework. The measure will create a new policy-making body to replace the National Disaster Coordinating Council.

Remonde said Cielito Habito, who was executive secretary during the Ramos administration, would be appointed as the Cabinet secretary in charge of the OCD.

Habito will be tasked to coordinate the Metro Manila Development Authority, the Laguna Lake Development Authority, the Metro Manila Flood Control Office and other agencies in charge of flood control projects.

Habito will also be in charge of the Metro Manila Disaster Coordinating Council, which will be composed of the mayors of the 16 cities and one municipality in Metro Manila.

Remonde said Ms Arroyo wanted a draft of an executive order on the relocation from Metro Manila of Bishop Bedrijo Salvacion, chair of the Liturgy Commission on Housing and Urban Development.

METRO MAKEOVER Squatters living along the branch river of the Manila Bay in Baseco, Tondo, Manila, at the mouth of the Pasig River will be relocated after President Arroyo gave the signal for the "rearrangement" of the landscape of Metro Manila. (JOAN BONDOC)

The press secretary said the order, which should be ready in two weeks, would cover issues such as penalizing land executives for allowing residents to change prime areas such as river banks.

"When you take your oath, your avenue is to enforce the law," he said. "Building houses (in violation of the law) is a violation of the law. If it is not enforced by local government officials, then there are violating the law."

Remonde said there would also be an executive order creating a "river basin council to coordinate efforts there are dams between municipalities."

Review flooding measures

At a forum at the University of the Philippines on Tuesday, a hydraulics engineer and government and private developers should review existing flood protection measures in light of severe floods from Ondoy and Tropical Storm "Pepeng."

"The floods from Ondoy are very rare because of the excessive amount of rainfall, and to avoid that kind of flooding again, this must be addressed by both structural and nonstructural approaches," Guillermo Tabios said.

He called for a comprehensive, up-to-date flood forecasting and rainfall prediction so that both disaster management officials and residents would have ample time to prepare.

In particular, Tabios said land developers and government agencies must conduct long-term studies on land use to avoid the kind of flooding that submerged President Village in Marikina.

"This is so that residential villages should not be located along the flood plain where water endangers them, like in Provident Village. Hazard maps showing flood-prone areas must be updated and given to the local governments," he said.

Tabios and other engineers spoke at the Disaster Mitigation, Adaptation and Preparedness Strategies Issues on Flood Risk Management at the UP College of Engineering.

Peak flood discharge

Tabios confirmed a study of the Bocaling in Marikina City during Ondoy and found that at a portion of the Marikina River in Sto. Niño, the peak flood discharge was 3,778 cubic meters per second.

He pointed out that normally a peak flood discharge of 3,318 cubic meters per second happened once every 100 years.

"As far as flood statistics are concerned, the flood in Marikina City during Ondoy were unique, maybe flood because it exceeded the 100-year return period," said Tabios, the head of the Hydraulic Hydrology Research Center.

In flood prone areas near the Marikina River such as the SM Mall and Provident Village, the height of the floodwaters on Sept. 26 reached five to six meters.

He said obstructions along river systems and on flood plains resulted in the inundation of areas previously not flood prone.

Clogged drainage

Engineer Sophia Santiago of the Department of Public Works and Highways noted that while from the excessive rainfall during Ondoy, infrastructure concerns like clogged drainage contributed to the flooding.

Santiago pointed out that 70 percent of the drainage system constructed in 1975 was already silted and clogged up 70 percent because of indiscriminate throwing of garbage.

She also submitted how waterways in some subdivisions were filled up and replaced with inadequate pipes which cannot properly handle water flow.

Tabios suggested the retrofitting of flood control infrastructure such as river works, dikes, diversion ponds and pumping stations.

He said the heavy rains caused by Ondoy and Pepeng were attributed to climate change.

"There must be a national effort to define climate change, which would include deciding what approaches we can do so that people can appreciate this more. There are many scenarios but we need to select what is appropriate to the Philippines," Tabios said.

10 more years of floods for Metro folk

By Kristine L. Alave

METRO MANILA residents would have to bear flooding for 10 more years due to lack of funds for major flood control projects, an official of the Department of Public Works and Highways (DPWH) said yesterday.

"We have the right plans conceptualized very basic in the 1970s but these were not implemented because we cannot get foreign funding," said Patrick Garcia, the DPWH director handling major flood control projects.

Of 33 projects that could have really saved people in Metro Manila from floods, nine have not yet been started, he said.

Garcia noted that the government did not consider these priority projects.

He said the projects included the Valenzuela-Obando-Meycauayan-Area Drainage System Improvement project, costing P20.8 billion; the Integrated Drainage Improvement Project in the Ninoy Aquino International Airport and surrounding areas, P7.9 billion; and the drainage improvement in the Core Area of Metro Manila. Manila (which could have prevented flooding in 72 square kilometers of Metro Manila), P15.3 billion.

The other projects are the East Mangahan Floodway Area Flood Mitigation Project, P6.3 billion; the San Juan River Flood Control Project, P5.7 billion; the Upper Marikina River Improvement Project, P3,000 billion; the Marikina River Project, P4 billion; the Marikina Spillway (A 5.3-km flood relocation project in the Laguna lakeshore area, which will help discharge lake water), P17.8 billion; and the 60-km Sanfo to West Laguna Lakeshore Dike Project, P7.9 billion.

Kidnappers make contact with superiors of Irish priest

By Inquirer A/I

Western Mindanao Command).

"The call indicated that Mr Sean is in Lamitan City, Basilan," said Fr Eamonn Feeney, provincial superior of the Irish Missionary Union, in a statement released by Malacañang.

He added that from the information relayed to him, the kidnappers wanted to take Sinnott to Cotabato City but that "their movement is planned destination is Basilan."

Dohertino said the kidnappers might have gotten hold of one of the flyers distributed by authorities. The flyers contain the numbers to be contacted for information that could help in the delivery of medicines to the priest, who has a heart ailment and needs daily medication.

Sinnott, 70, was abducted by six gunmen on Sunday from the compound of the Missionary Society of Saint Columban in Pagadian.

Task Force Sinnott has issued sketches of three of the six kidnappers.

Four of the six have been identified, Dohertino said.

"But we cannot divulge their names. The only thing I can [say] now is that two of them are MILF [Moro Islamic Liberation Front] rebels based in Lamitan del Sur," he said.

Servant of the people

In Dublin on Wednesday, Irish bishops and politicians called for Sinnott's release, saying he has served tremendous social missions.

"I plead with those who have taken him to expedite the release of this true servant of the people," said Bishop Colm O'Reilly, who chairs the Bishops' Commission for Overseas Missions in Ireland.

"Father Sinnott's courage and generosity in returning to active missionary service following major [heart] surgery, and already close to 80 years of age, has touched the hearts of Irish people as well as the many people to whom he ministers," O'Reilly said.

In Parliament, the opposition Labor Foreign Affairs spokesperson Michael D. Higgins said "everybody in Ireland" was affected by the kidnapping of Sinnott.

"Anything visited upon him is visited upon everyone in Ireland," Higgins said. "We want him released and to have immediate access to the medical support that he requires."

In poor health

Dohertino said the military was able to validate the call through "inside sources" in the MILF's 4th Infantry Brigade.

The brigade is led by Commander Ameril Ustip to whom, both Dohertino and Chief Supt. Angelo Reyes claimed on Wednesday, Sinnott was turned over by his kidnappers.

Dohertino said the military trusted these sources who, aside from validating the call, also said how that Sinnott was now quite unwell.

"The captive's health condition is poor, and that is why the kidnappers are having a hard time transferring him to another place," Dohertino said.

He said the kidnappers were also hampered by "the heavy presence of ground troops on the highways and different routes, including the shorelines."

Zamboanga del Sur Gov. Aurora Cerilles broadcast an appeal to the kidnappers to allow emissaries to bring Sinnott his medication.

"We think it badly [that] Sinnott is a man of peace and he has been serving the people. At his age, he lacks the physical strength to confront his difficult conditions now," Cerilles said.

Pagadian Bishop Emmanuel Cabajog also called on the kidnappers to free Sinnott so he could continue ministering to children with disabilities.

"Three in Pagadian, he has helped children a lot, [particularly] those who need special attention. Please allow him to continue doing that," Cabajog said.

Vow to kill abductors

Ustadz Ameril Umbra Kato, chief of the Western Mindanao public, said Commander Ustip had denied involvement in Sinnott's abduction and was so incensed at being implicated that he promised to kill the kidnappers.

He said Ustip made the denial in a phone call to Lt. Col. Jerry Bacoronan, the deputy commander of the Army's 104th Infantry Brigade.

"Ustip is angry at being blamed for the abduction," Sanglaa said. "He denied the presence of the victim in his camp; he even wants to kill the ones responsible for the kidnapping."

Sanglaa said Ustip was also worried about the presence of government troops near his camp, "but was relieved to learn that we are observing the operational guidelines on the cessation of hostilities."

"He is willing to submit himself and his command for inspection and to cooperate with the authorities for the safe recovery of Father Sinnott," Sanglaa said, adding that the authorities were hoping that Ustip was telling the truth.

Told of Ustip's denial, Dohertino said, "If he wants to come clean, he should cooperate with us.

"If he is really sincere, he has to help us and secure Sinnott and turn him over to the authorities."

Dohertino also said the military was conducting pat on its own that Sinnott was being held in the MILF's Camp Omar in the boundaries of Pikong, Sumisip and Tuburan, Basilan.

Return of firearms

At Camp Aguinaldo, military spokesperson Lt. Col. Romeo Brawner Jr. said the operation to collect the Ithaca shotguns and gun boats had been patrolling the Moro Gulf and Illana Bay to prevent the kidnappers from taking Sinnott to Basilan or Sulu.

"We are blocking all their possible escape routes," Brawner said.

He said negotiations for Sinnott's release had yet to start.

But according to initial information now being Camp Aguinaldo, the kidnappers are seeking the return of firearms seized from the group as a condition for Sinnott's release.

Brawner said the military had confiscated a big number of firearms from the group in a raid.

"We have also identified four of the six kidnappers," Brawner said, confirming that the leader of the group was a pirate. READ reports from Ed General, Inquirer Mindanao; Jocelyn R. Ong in Manila; AFP

Tarlac just as badly hit by the floods

By Inquirer A/I

and information from the Provincial Disaster Coordinating Council (PDCC) deemed that advisories sent by San Roque Dam officials were in "very irregular intervals" and that no "real time" updates of the spills were received.

Tarlac shares borders with Pangasinan, where the San Roque Dam is located.

Officials and provincial officials would meet with San Roque Dam representatives this week to clarify serious issues relating to the water release and warning system before they take legal action for damages.

Class suit

Provincial agriculturist Edwin Tiburan said the floods submerged 18,075 hectares of rice land.

Gov. Victor Yap said the province would support farmers in their class suit for damages.

Ronald Beatrio, head of a United Nations disaster management and coordination team that inspected flooded areas this week, said that apart from providing for the immediate needs of evacuees, the government should also look into the plight of farmers.

Beatrio said the farmers did not only lose possible income but they were unlikely to pay their debts for the farm inputs.

PDCC reports said 22,998 families were displaced by floods in 98 villages in at least nine Tarlac towns at the height of heavy rains and flooding Oct. 9-10 that killed two persons. Some 13,308 hectares of rice paddies were submerged.

Evacuation centers

As of yesterday, some 960 families (3,490 people) were staying in 17 evacuation centers in Pantoqui, Mitosmalo and La Paz towns.

Most are in facilities earlier built by San Roque Dam operators in the flood-prone villages of Balamegan and Apalid in Pantoqui and San Isidro in La Paz. The rest are in public elementary schools and town plazas.

Diddy Santos, Tarlac social welfare officer, said many evacuees had opted to remain in their still flooded houses. "Some still have to wade in waist-deep waters to get their meals," he said. As Mari Luce Clemente, Contributor

NEWS

CHURCH PROPERTY TURNOVER The National Orthodox Foundation Inc. (NOF) has turned over the title of the Annunciation of Theotokos Church property to the Ecumenical Patriarchate-Orthodox Metropolitanate of Hong Kong and Southeast Asia offices in the Philippines. The Annunciation Church is located in United Paradigm Subdivision 3, Bacao, Parañaque City. From left are lawyer Karina de Castro, NOF vice president Philip Ademson, Episcopal Vicar for the Philippines Fr. Mikhail Mollos and NOF president Milan Ademson.

'Baguio recovery to go on despite ad meet pullout'

By Vincent Cabreza and Desiree Caluza
Inquirer Northern Luzon

BAGUIO CITY—HOTEL MANAGERS ON Thursday started planning for this city's recovery from the onslaught of Tropical Depression "Pepeng" without the anticipated big assemblages of that year's Philippine Advertising Congress (Ad Congress).

Officials of the Baguio Convention and Visitors Bureau (BCVB), composed of local hotel managers, received "unofficial notification" from organizers of the Ad Congress that Baguio would no longer be hosting the biennial event scheduled to start on Nov. 18, said Councilor Nelbe Chan-Sembrano, chair of the council committee on tourism.

The congress will, instead, be held at the Subic Bay Freeport because Pepeng had damaged all the roads leading up to Baguio, the BCVB officials said.

Sensing the Ad Congress would have brought in Baguio top businessmen and companies that rely on the advertising industry, the city tourism office said.

But a representative from the Ad Congress media relations office said that no decision is final yet but is made about moving the event from Baguio.

Info on Facebook

In a telephone interview on Thursday, Betty Cheru, the event's media relations officer, said they were surprised by information posted on the social networking site Facebook and other websites about the supposed shift in venue.

"So we posted our replies on Facebook and we sent out official statements to all newspapers [to indicate] we have not yet decided," Cheru said.

In a news conference on Thursday, Mayor Bernardo Bautista Jr. dismissed reports that Baguio had lost the Ad Congress, "which was bad but and which we were [in] and square."

The city last hosted the Ad Congress in 2003.

"I would be the first to know if that happens," Bautista said.

But for-and organizers of the Ad Congress were divided about how it should stage the event in light of the damage wrought by the successive destructive typhoons that hit Metro Manila and northern Luzon from late September to early October.

Scale down event

He said the Advertising Board "had wanted to scale down the event because holding an extravagant program [costs] after the calamities 'may be perceived as insensitive.'"

Quoting a report from the Advertising Board, Bautista said the group also had to address the economic impact of Tropical Storm "Ondoy" on its members, who are mostly based in Metro Manila.

Many sponsors pulled out of the Ad Congress as a result of budget cuts undertaken to cope with typhoon-related damage and business losses, he said.

A delegation of city tourism and local government officials is scheduled to meet with officials of the Advertising Board next week to convince them not to pull the congress out of Baguio.

"We can offer them discounts ... Now is the time when staging the Ad Congress here would help Baguio the most ... We can appeal to their nobility by helping Baguio out," Bautista said during the BCVB meeting.

Rebuilding economy

Bar Anthony de Leon, general manager of Baguio Country Club (BCC), said hotels preferred to concentrate on rebuilding the local economy.

He said breaking the Baguio contract was tantamount to "bad faith" on the part of Ad Congress organizers. All major hotels have had booked some 2,000 delegates for next month's event, he said.

Some of these reservations had been paid for in advance, and could be considered losses, he said.

There are 26 major hotels in the city (with a combined 1,777 rooms), according to tourism officials.

"In the hospitality industry there is one golden rule. The most perishable item is not food, but [idle] room nights. A room that is not sold is gone forever," said De Leon, who is also president of the Hotels and Restaurants Association of Baguio (HRAB).

Benedicto Alhambra, city tourism officer, said 2.6 hotels and inns, including Teachers' Camp, ended up taking care of 876 tourists who were stranded here by Pepeng.

During the period, the occupancy rate was down to 18 percent at Camp John Hay Manor, while the BCC saw its occupancy rate go down from 27 percent on Oct. 3 to 4 percent on Oct. 7, and increase only to 6 percent on Oct. 10, according to city tourism office data.

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BASED ON 6-YEAR-OLD GIRL'S TESTIMONY

Accused killer gets life term

By Julie M. Aurelio

A QUEZON CITY COURT HAS sentenced to life imprisonment a laborer accused of stealing P1.2 million from a man and then killing him and his housemaid after a 6-year-old girl positively identified him as the man whom she saw strangling one of the victims.

In a 27-page decision promulgated recently, Judge Bayani Vergara of the Quezon City Regional Trial Court Branch 219 found Jaime Elpidong guilty of robbery with homicide.

Vergara also ordered Elpidong to pay the heirs of Samuel Allen Sy and his housemaid, Vilma Civarla, a total of P528,000 and P120,000 in damages, respectively.

The judge said he based his decision on the testimony of the young girl who told the court that she saw Elpidong strangle Civarla inside Sy's house in May 2006. The girl said she witnessed the killing from her hiding place.

At the time the crime took place, the girl was staying with Civarla who was her mother's best friend.

In his ruling, Vergara downplayed Elpidong's defense that he was not the one who killed Sy and Civarla as he pointed out that a child's testimony is sometimes sounder than an adult's.

"Children of sound mind are likely to be more observant of incidents which take place within their view than older persons, and their testimonies are likely more correct in detail than that of older persons," he said in his decision.

Based on court records, Elpidong broke into Sy's house in Barangay Tañjeras and took P1.2 million in cash and jewelry. To silence Sy, he stabbed him and later strangled Civarla.

The victims' bodies were later discovered by authorities and Elpidong was arrested after the young girl positively identified him as the killer.

Korean student dies after fall from roof-deck

By Nancy C. Carvajal

A KOREAN STUDENT JUMPED TO HIS death from the roof-deck of a 24-story condominium in Quezon City yesterday morning, police said.

Supt. Edgardo Pantinan, chief of Quezon City Police District Station 6, said Young Hoon Yu, 30, a male freshman student of Trinity University of Asia in Quezon City, jumped from the top floor of the Gardens Heights Condominium at around 10 a.m.

Based on footage recorded by the building's closed circuit television camera (CCTV), the victim was seen leaving his unit on the third floor. The CCTV also showed him taking an elevator to the top floor until the time he went out of the lift.

"No one was on the roof-deck, and although the camera did not show how the victim jumped, our initial investigation indicated no foul play, leading us to believe he committed suicide," Pantinan said.

2 nabbed for selling drugs to neighbors in Manila

By Jeannette I. Andrade

MANILA POLICEMEN ARRESTED a couple yesterday after they were caught in the act of selling illegal drugs to their neighbors.

Chief Insp. Joselito Rosayog, commander of the Manila Police District's Ransonnet police community precinct, identified the two as Lito Gindoylan, 39, and his live-in partner, Lutz de Guzman, 38, both residents of 374-D Asuncion St. in Tondo.

Rosayog said they learned of the couple's activities after a police team which was patrolling the neighborhood where the two lived received a tip from a concerned citizen.

Based on the information the police were given, Gindoylan and De Guzman regularly sold drugs inside a house on Sanz Mate Street.

When the police went to the address given by the tipster at around 12:45 a.m. yesterday they saw the couple dealing out drugs to several people.

Rosayog said the couple's customers immediately scampered when they saw the policemen, leaving only Gindoylan and De Guzman behind.

Seized from the couple were two sachets of "shabu" and several drug paraphernalia.

The couple were detained at the Asuncion police precinct pending the filing of drug charges against them before the city prosecutor's office.

CLEANUP STILL ONGOING
Almost three weeks after Tropical Storm "Ondoy" struck Metro Manila, debris and garbage still litter the streets in Provident Village, Marikina City with heavy equipment being called in to hasten the cleaning. RAFY CABAL

METROBRIEFS

Parts of Taguig City still underwater

PARTS of Taguig City remain underwater, contrary to the Metropolitan Manila Development Authority's (MMDA) claims that floodwaters have subsided.

Taguig Rep. Lani Cayetano yesterday asked MMDA Chair Bayani Fernando to refrain from making sweeping statements that the city was now flood-free as portions of Barangays Napindan, Lower Bicutan, Hagonoy and Bagumbayan remain submerged in floodwaters.

"The MMDA is supposed to be on top of flood control. In times like these what people get is worry about their safety, consumption dictates verifying and counter-checking reports to know the real situation," she said in a statement. Taguig was one of the cities hardest hit by Tropical Storm "Ondoy" with 15 out of 29 barangays submerged in chest-deep floods. Cayetano said locals were still living and Napindan to transport relief goods.

Alison D. Lopez

Kids in Manila hospitals to get free milk

ON TOP of free medical services, children admitted in city government-run hospitals in Manila will get an additional treat. Mayor Alfredo Lim has ordered that children be given free unpasteurized, fresh milk every morning at the Ospital ng Maynila, Ospital ng Sampaloc, Sat. Andres Bonifacio Medical Center and Ospital ng Tondo. Lim recently received a donation of 500 boxes of Selecta Milk from Dong Jin Trading Corp. as part of a marketing promotion and to encourage Filipinos to drink milk and other dairy products.

Tina E. Santos

Bingo social on Oct. 17

TO HASTEN funds for the construction of the Good Shepherd Center, a bingo social will be held at the covered court of Good Shepherd Parish in Las Piñas City on Saturday, Oct. 17, from 2 p.m. to 6 p.m. Those interested to buy their tickets, which are being sold at P100 each, at the Good Shepherd Parish Church Chapel. Each ticket will be good for 10 games. For more information, please call Susan at 823-0827.

PAPI seminar set

SUPREME Court Senior Associate Justice Leonardo A. Quisumbing will speak on the courts and media at a seminar of the Publishers Association of the Philippines Inc. (PAPI) on Oct. 17 at the Development Academy of the Philippines in Tagaytay City. Journalists who want to attend the seminar can call Johnny Nuevo at 0919-847-8888, the PAPI secretariat at 892-5215, 921-3116 or e-mail PAPI at papi_secretariat@yahoo.com.

46 leptospirosis cases reported in Rizal town

By Beverly T. Mendrinal

HEALTH OFFICIALS IN RIZAL province are closely monitoring a resurgence in cases of dengue after a resident died of leptospirosis.

Provincial health officer Dr. Bernardo Mendoza, in a report to Rizal Gov. Casimiro "Ynares" III, identified the victim as Napoleon Lardizabal, 50, a resident of Barangay Burgos in Antipolo town.

Lardizabal was first admitted at Ynares Hospital after he showed symptoms of the potentially fatal disease. He was later transferred to Quirino Memorial Medical Center in Quezon City where he died last week, Mendoza said.

He added that they were also closely monitoring 46 other suspected leptospirosis cases in the same barangay. Among those believed to have contracted the disease were young people aged 12 to 56 years old.

Of the total number of cases, 10 have already been admitted to hospitals and subjected to testing, Mendoza said.

He added that they have warned residents against engaging in activities that could expose them to waterborne diseases, including leptospirosis.

In addition, residents have been advised not to drink water that has not been boiled or treated.

Meanwhile, ailing Rodriguez Mayor Jesus Cruz said they were continuously giving out medicines to residents in areas which remain underwater to prevent the spread of diseases.

He added that they have also deployed teams to assist residents in cleaning up their neighborhood since a dirty environment could lead to an outbreak.

Victoria said that leptospirosis is a bacterial infection that is commonly transmitted in humans when water that has been contaminated by animal urine comes into contact with unhealed wounds in the skin, eyes or through the nose.

Symptoms include high fever, headache, chills, muscle aches, conjunctivitis (red eyes), diarrhea, vomiting, jaundice, anemia and in times, rashes.

Proper hygiene linked to school performance

By Allison W. Lopez

TOOTH DECAY, INTESTINAL worms and diarrhea are some of the reasons why many and more children perform poorly in school, according to the Department of Education (DepEd).

DepEd thinks schools supervisor Ramon Bitas said schoolchildren were missing their classes because they were suffering from diseases that could be avoided with proper hygiene.

Some 47 percent of schoolchildren are infected with intestinal worms, while nearly 40 percent of schoolchildren," she said in the second Global Handwashing Day celebration in Makati City yesterday.

Proper hand-washing

During the ceremonies, pupils of Maximo Rivera Elementary School in Barangay Carmona were taught the importance of washing their hands properly with soap and water.

The DepEd partnered with the Department of Health (DOH), United Nations Children's Fund and Procter and Gamble to promote the event.

More than 3.5 million children under five years of age die every year from diarrhea and pneumonia-related diseases, according to data from the DOH.

United country representative Marissa Fobia said the education department should implement the "Fit for School" program to promote cost-effective health interventions to prevent illnesses.

The program includes daily school-wide hand washing activities at key intervals during the day.

It will also integrate health education in the classroom through teacher guides, posters and story books.

Man shot dead while sleeping beside wife

By Nancy C. Carvajal

A 41-YEAR-OLD MAN WAS SHOT TO DEATH IN HIS house in Quezon City as he was sleeping with his wife beside him.

PO2 Hermogenes Capili of the Quezon City Police District identified the fatality as Faustino Greene, 42, a resident of 30-Area 11 Loco Ave., Barangay Old Balara, Quezon City.

Police said Greene died on the spot from a bullet shot wound in the head.

Initial investigation showed that the killer shot the victim through a window.

Greene's wife, Christina, told the police that she was awakened by a gunshot at around 2:05 a.m. yesterday. When she looked at her husband, she saw blood on his head.

The victim was taken to East Avenue Medical Center where doctors declared him dead on arrival.

Christina said she did not know of anyone who had a grudge against her husband.

DID YOU KNOW

On Oct. 14, 1943, the day of the supposed independence of the Philippines from the Japanese, the Philippine flag was raised and the national anthem was heard for the first time since the Japanese occupation.

Cyril L. Bonalaensy, inquirer Research

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OPENS NOVEMBER 20 AT AYALA MALLS CINEMAS

Fears over King Bhumibol's health rattle Thailand market

BANGKOK—THE STOCKS DIVED AS LOW as eight percent in trading on Thursday as anxiety over the health of the revered monarch and fears of political instability gripped the market for a second day running.

The 82-year-old King Bhumibol Adulyadej, the world's longest-reigning monarch and a unifying figure in a fragile country, last week was hospitalized for more than three weeks recuperating from a lung infection and heart problems.

Global investors of his deteriorating condition have rattled the Stock Exchange of Thailand (SET), which plunged 8.22 percent at one point in trading on Thursday, following a 2.84 percent drop on Wednesday's close.

Concerns continued to linger despite a palace announcement later Wednesday that the king's "general condition is good." The announcement also said he would need to stay in hospital for treatment and a full recovery would take a while.

"Foreign investors continue to sell blue-chip shares on concerns about the succession," said Thanachart Securities' senior vice president Pichai Leenoppangkit on Thursday without mentioning the king directly.

Another analyst with a Bangkok-based brokerage, asking not to be named, said that doubts about the monarch's health were a "major concern."

"The king is a key institution for political stability in Thailand so the market is closely watching his health," he added.

"Volatility will likely remain in place as long as the succession is not completely lifted," added Sebastien Barbe, head of emerging market research and strategy at the Calyon investment bank in Hong Kong.

Although a constitutional monarch, the king has projected an image throughout his 63-year reign as the only unifying figure in the country, where he is revered as a demigod by many Thais.

Media watchdogs have criticized the ironsmeared use of Thailand's lese-majeste laws, which state that anyone who insults the king or other royals can be jailed for up to 15 years, prevent ing fully open reporting about the palace.

Thailand's English-language Nation newspaper on Thursday said stocks had fallen "on rumors from Hong Kong and other overseas financial markets on the sensitive political situation here," but made no mention of the king.

His health is a particularly acute issue right in light of the political turmoil that has rocked Thailand for three years, since former prime minister Thaksin Shinawatra was toppled in a 2006 coup.

The country remains deeply divided between Thaksin's supporters, mainly in the rural north and northeast, and his foes in the Bangkok-based power cliques of the palace, military and bureaucracy.

On Oct. 17 and 24, thousands of Thaksin's "Red Shirt" supporters, who regularly hold mass protests, are planning rallies in the Thai capital—another flare-up critical to analysts for the market's unstable short—who staged a crippling blockade of Bangkok's main airports late last year, causing huge economic damage—after anyone highly active, mainly harming scarce political unity.

Thaksin himself fled the country last year to avoid a jail term for corruption.

Amid such political fragility, many look to the king as a father figure. In August, he issued the latest in a series of warnings that the country could "collapse" if Thailand's feuding political factions did not unite.

"From school and in the media, people are told that the monarchy is central to what it means to be Thai," said Kevin Hewison, a Thai politics researcher at the University of North Carolina at Chapel Hill in the US.

"The monarchy is a large part of the way many people believe Thailand operates at the moment," he added. AFP

'NEW' DA VINCI

Peter Paul Biro, a Montreal-based forensic art expert, said on Tuesday that a fingerprint (square with arrow pointer) on what was presumed to be a 19th-century German painting of a young woman has convinced art experts that it's actually a Da Vinci with a value of more than $150 million.

WORLD BRIEFS

Bodyguard faces grilling in Nicole Smith case

LOS ANGELES—Anna Nicole Smith's bodyguard could face lengthy cross-examination by defense lawyers after arraignment in sexy procuration charges in a drug case against two doctors and Smith's lawyer-boyfriend, Howard Stephenson, set to call its initial witness in the case on Thursday after testifying that he saw defendant Howard K. Stern inject Smith with medication five times, and Dr. Khristine Eroshevich inject her once during a period when the celebrity model was desperate for sleep after enduring the 2006 death of her 20-year-old son. Stephenson also said he saw Stern inject himself twice. His testimony came during a preliminary hearing to determine if Stern, Eroshevich and Dr. Sandeep Kapoor will stand trial for conspiring to illegally provide Smith with controlled substances. All three have pleaded not guilty. The defendants are not charged with Smith's death at a Florida hotel in 2007, which was ruled an accidental overdose. AP

Iran cleric: God will be furious if women become governors

TEHRAN—A top Iranian human rights cleric said on Thursday that "God's fury" would be unleashed if Iran appoints women as governors of some provinces, as was rumored as a possibility by a minister last week. "If some people want to change the principles and values of the revolution without considering the views of others, they will face the fury of God and of this people," Grand Ayatollah Lotfollah Safi Golpayghani said on his website. Golpayghani was reacting to remarks by Interior Minister Mostafa Mohammad-Najjar to the Majlis (Parliament) earlier, when he asked whether Iran would appoint women as governors of provinces, replied: "Yes. It is possible." Golpayghani said the appointment of women to such top jobs was against sharia (Islamic) law. AFP

Iraqi shoe thrower says he would do it again

GENEVA—The Iraqi journalist who threw his shoes at President George W. Bush said on Wednesday he has no regrets and would carry out his actions again, even if it cost him his life. Montazher al-Zaidi told Swiss television station Schweizer Illustrierte that, after being mistreated in Iraqi custody for two days following his outburst in Iraq, the judge asked him whether he regretted the gesture. "I told the judge only one thing: If the hands of the clock could go back I would do the same act even if it cost my life." Al-Zaidi said, speaking through a translator. Al-Zaidi, a TV reporter, became a hero for many in and outside Iraq angered by the US-led invasion of Iraq when, at a press conference in Baghdad, he hurled his shoes at Bush, shouting: "This is your farewell kiss, you dog!" and "This is from the widows, the orphans and those who were killed in Iraq." AP

Breast cancer is the most common cancer among women, and it is the second leading cause of cancer deaths in women. (American Cancer Society)

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The WORLD

Edited by Lawrence B. Guico

Gunmen, bomber attack 4 sites in Pakistan, kill 37

LAHORE, PAKISTAN—TEAMS OF GUNMEN ATTACKED THREE security sites on Thursday in the eastern Pakistani city of Lahore while a suicide bomber hit a northwestern town, killing a total of 37 people. The strikes were part of an escalating wave of terror aimed at scuttling a planned offensive into the militant heartland on the Afghan border.

One of the attacks, on a counterinsurgency training facility on Lahore's outskirts, lasted more than seven hours. Afterward, police said, security forces killed the five attackers and freed a family they were holding hostage, police said.

The assaults paralyzed the cultural capital of this nuclear-armed US ally, showing the militants are highly organized and able to carry out sophisticated, coordinated strikes against heavily fortified facilities despite stepped-up security across the country.

No group immediately claimed responsibility. Though suspicion fell on the Taliban and Al Qaeda, which have claimed other recent strikes. The attacks on Thursday also were the latest to underscore the growing threat to Punjab, the province next to India where the Taliban are believed to have made inroads and linked up with local insurgent outfits.

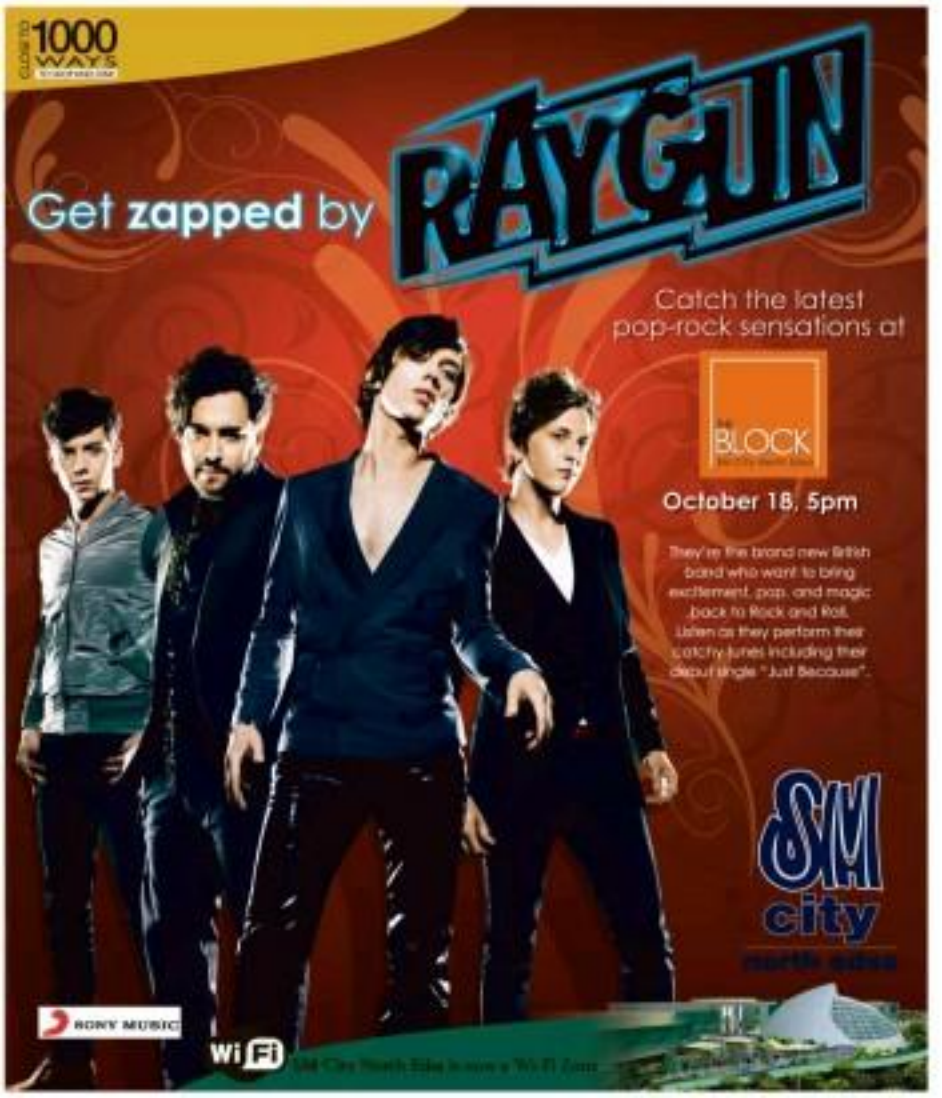
President Asif Ali Zardari said the bloodshed that has engulfed other eastern cities in the past 11 days would not deter the government from its mission to eliminate the terror networks, according to a statement on the state-run news agency.

"The enemy has started a guerrilla war," Interior Minister Rehman Malik said. "The whole nation should be united against those handful of terrorists, and God willing we will defeat them."

The wave of violence lashed activity in Lahore. All government offices were ordered shut, the stadia were nearly empty, airport markets did not open and stores that had customers pulled down their shutters.

The violence began just after 9 a.m. when a group of gunmen attacked a building housing the Federal Investigation Agency, a law enforcement branch that deals with matters ranging from immigration to terrorism.

The FIA building was the target of a suicide truck bomb in March 2008 that killed 24 people and wounded more than 300. AP



WHAT'S INSIDE

- **POC junks** Asian Indoor stint; PSC to field squad /A27

Editor Teddyboy S. Melendrez • Assistant Editor Francis T. J. Dichoso

SPORTS

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- **RP Cuppers** overwhelm visiting Toyo Gakuen /A27

Talk N'Miguel's Mon Fernández (left) thwarts a driving Kevin Villanueva of Rizal in Wednesday night's game won by the Gin Kings, 99-86.

Texters battle Painters today

Smart Gilas, Aguilar take on BK

By Marang R. Castillo

GHOST RIDES RIDETU TO BROOKLING OVER Japeth Aguilar for the longest time, but says that failing to get him to play for the Talk 'N Text crew is not a wasted chance for his Tropang Texters at all.

"Yes, Ghost's [one of the many names that were lent your way] with Superh-ecomed, it would have been good for us," Reyes told the beginning on the eve of his Texters' opening game against Rain or Shine in the KFC PBA Philippine Cup.

"But I know right from the start [when the trade was announced] that he would go to the National team," Reyes continued. "That's fine with me. We are going to try a new system and yes, we have the tools to repeat [as champions]."

No stars in the last 20 years has repeated as all-Filipino champion and the Texters will be playing with the proverbial bull's eye on their backs starting with their 7:00 p.m. collision today with the reloaded-up Elasto Painters.

Reyes said that other than minor injuries to Ali Peek and starting point guard Jimmy Alapag the past week, his team is fine.

"But all new line the other teams hustled up during the off-season and how strong the field became," Reyes said. "But we can contend."

Gabe Norwood is the head point of the Rain or Shine game on both ends, and it will be interesting to see if he will run the team's running that Brownside HP coach Yeng Guiao instilled in him in China during the 16th Asia tournament.

Jay-R Reyes and Solomon Mercado will be the other vital components of the Elasto Painters' campaign, which was also bolstered by the addition of overseas Mark Clemente Sidcaud Mike Hrbiniak to the off-season.

Meanwhile, Coca-Cola parades a new roster combine in Air Tanduyan and Dennis Espino for the first time when the Tigers step to court with Espino's former team, Sta. Lucia, on 7 p.m.

Earlier, Aguilar and guest mate Smart Gilas national pool see action against Burger King at 2:30, with the Whoppers hoping to bounce back from a clinical teambuilding by Brownside on-unguard day when Aguilar suited up for three.

Smart Gilas will see action only in the elimination round. It will not have a win-loss record, but the PBA teams will carry the results of their games with the Nationals to the standings.

"Two top rookies also got going in today's lineup program—Coca-Cola's Chris Ross, a former USL MVP, and Rain or Shine's Jerry Cruz, the former UAAP/MVP with University of Santo Tomas.

"Pre reports on Ross have been very impressive, with coach Bonnetti Dumnadan describing him as 'the most explosive player I have ever seen on the drive who just lacks outside shooting consistency to become a complete package.'

Lions, Stags try to seal NCAA title showdown

By Cedrik P. Tupaz

SAN BEDA COACH FRANKIE LIM HOPES the most exhilarating yet exhausting week of the Red Lions' season so far ends up with the defending champions clinching a fourth straight NCAA finals appearance.

Armed with a rather incisive advantage, the battle-weary Lions clash with the short-handed Letran Knights today at the start of the Final Four at the FILOI Flying V Arena in San Juan.

The Red Lions will be playing their third game in five days starting at 2 p.m. against the Knights, but Lim feels fatigue will not be an issue for his cagers.

"I don't think it will affect us," said Lim, whose squad is gunning for a fourth straight season. "We're in pretty good shape."

San Beda's sharpness and superior conditioning was in full display in its back-to-back victories over San Sebastian this week.

Those twin wins allowed the Lions to crunch the top spot, which the Stags had held for almost the entire season.

San Sebastian, relegated to the No. 2 spot by San Beda, also aims to finish off defending Jose Rizal University in the other Final Four pairing at 4 p.m.

The rubber matches, if necessary, will be played on Monday while the best-of-three finals is scheduled to start on Thursday.

The Stags will seek skipper Jimbo Aguilar, the league's second leading scorer, who will serve a one-game suspension after a grievous foul on San Beda's Jake Pascual in the 69-71 defeat last Wednesday.

Even without its top gunner, JRU coach Aries Dimaguila believes the Stags will prove a handful for the Bombers.

"They can use Aguilar's absence as a rallying point," Dimaguila said. "We expect the other players to step up in his absence."

The Stags, who flirted with an elimination-round sweep when they stranded to a 2-0 count, remain the only team in the league the Bombers have not beaten this season.

"It would be special if we beat them," said Dimaguila, who signed a three-year deal with Cignetworks mobile Home for more time on the floor after his recovery from a knee injury.

The Knights will be without swingman Roy Guevarra, who tore his left anterior cruciate ligament in the game against the Lions two weeks ago. Kevin Alas is also doubtful status after sustaining his ankle in practice recently.

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Pacquiao: I'm 70 percent ready for Cotto challenge

By Roy Luarca

PACQUIAO

FILIPINO BOXING ICON MANNY PACQUIAO already looks impressive in training, but is not totally fit from his first bout.

In his Philboxing column on Thursday, Pacquiao put himself at 70 percent ready to do battle with Miguel Cotto for the Puerto Rican's World Boxing Organization welterweight crown on Nov. 14 at the MGM Grand in Las Vegas.

In his assessment, Pacquiao feels that he is peaking just right, with no weight problem whatsoever.

Those who saw Pacquiao spar with former two-time world champion Jose Luis Castillo in Baguio City for the first time on Tuesday swore that the pound-for-pound king dominated the three-round exchanges.

Sticking to his original schedule, Pacquiao, along with chief trainer Freddie Roach, continuing expert Alex Ariza and assistant trainers Rodney Penanados, Dindo Boy Penalosa and Nonoy Neri, will leave for Los Angeles on Oct. 26.

Pacquiao, who is gunning for a fourth world crown, is clocking a fixed 6-flat, will train at Roach's Wild Card Gym in Hollywood from Oct. 28 to Nov. 6 before heading for Las Vegas to wrap up his training.

Cotto has extended his eighth stretch of training at The Fight Factory Gym in Tampa, Florida.

PSC funding no more than 200 nat'l bets

By June Navarro and Marc Anthony Reyes

THE PHILIPPINE SPORTS COMMISSION will stick to the original list of 153 athletes and 47 officials approved by the Southeast Asian Games selection committee and will reject efforts by the Philippine Olympic Committee to add more members to the roster.

"There will be no changes to the number already approved," said PSC chair Harry Angping yesterday, adding that any last-minute additions to the 200 contingent will be ignored by the government agency.

Set to compete in 23 events, the Filipino medalists during the Dec. 9 to 20 competition in Vientiane will be rewarded with another set of bonuses after Angping promised to match the original incentives of P100,000, P50,000 and P10,000 for the gold, silver and bronze winners.

"They are going to win, they should be properly equipped," said Angping. "I will give them food every day and make sure they won't worry about anything. There will be occasions for them not to succeed."

Laoc SEA Games chef de mission Mavie Tanchangco said the 8P roster needs the final approval of the POC board, adding he merely acted as observer during a meeting with Angping and POC commissioner Jovy Mundo that approved the size of the national delegation.

"So far (Tanchangco) went to the meeting not as a representative of the POC? Is this what they are saying?" said Angping.

"The list that we reviewed and approved was a product of the work of Tanchangco and commissioner Mundo. And that list came from the national sport associations."

Tanchangco, the POC second vice president, has been at the helm of the negotiations, together with Mundo, in preparing the list of the 8P delegation based on recommendations from the NSAs.

POC president Jose "Peping" Cojuangco Jr. had earlier announced that the Olympic body would look for sponsors to shoulder the push-in-quotas of athletes who would not be supported by the PSC.

"Excluding athletes who failed to make the criteria will affect the morale of the team," Angping said.

He said the agency saved P30 million by cutting the roster of athletes to the Games.

The decision to double the incentives for medalists came a day after Angping announced an extra training allowance of P7,500 for the Taekwondo on top of an extra $100 pocket money while they are in Laos.

MID HOLES THERE San Beda's Lawrence Capuan is fouled by the defense of Letran's Erickson Joseph Ramos and Ariel Dela Cruz in yesterday's NCAA men's volleyball championship series match won by the Red Lions at the Arellano University Gymnasium-College gym. Both San Beda and St. Benilde bounced back from five-set defeats in Game 1 to force winner-take-all duels in the men and women's divisions, respectively, of the tournament. The Lady Blazers scored a thrilling 26-24, 23-25, 25-17, 24-26 victory over San Sebastian. (ALVIN KEE)

Tigresses gun for 3rd straight win

UNIVERSITY OF SANto Tomas looks to firm up its hold of top spot in the second conference of the Shakey's V-League Season 6 today when the Tigresses saddle Ateneo at Ateneo Blue Eagle gym in Quezon City.

Coming off back-to-back five-set victories, the Tigresses eye their third win in as many games in the 4 p.m. clash with the Lady Heroes, who dragged Adamson into a five-setter before yielding, 20-25, 25-23, 23-25, 25-18, 15-13, on Tuesday.

The Lady Tigresses got for their second win in three games against University of the Philippines at 2 p.m.

The Lady Maroons are hoping to bounce back after getting overpowered by the Far Eastern Lady Tamaraws in straight sets in their initial outing on Sunday.

Still far from its best form, UST coveteam Adamson, 23-16, 17-25, 25-17, 23-16, before chopping off a first-set loss to spread over FEU, 17-25, 25-23, 25-20, 24-22, in UST, last Tuesday.

The Tigresses will pin their hopes on skipper Aiza Maizo, Angeli Tabaquero, Rosemar Palmaroni and rookie Marjo Hostallero, while the Lady Heroes will try to counter with Joy Cases and Nize Coliman.

Even without regulars Sang Lagulao and Denisa Sandoro, the Lady Falcons are slightly favored to overcome the Lady Maroons with Angela Nierong and Jill Gentle producing improved performances in the victory over Lyceum.

GerbPP Rgtm

Court stops Tolentino from forming RP cycling team

By Cedrik P. Tapay

THE QUEZON CITY REGIONAL TRIAL court has issued a temporary restraining order (TRO) barring the group of Tagaytay City Mayor Abraham Tolentino from handling the affairs of the national cycling team.

The Oct. 12 order, penned by Judge Ilia-nara Paul Hernando of Branch 93, also prohibits Tolentino from representing himself as the president of Philcycling in activities sanctioned by the Philippine Olympic Committee.

The TRO is a victory for the group of sportsmen Mikee Romero, who was elected in a Philippine Olympic Committee-supervised poll as Philcycling president last May 9 as the Ateneanen Sports Complex.

Tolentino refused to accept the results of the elections and said his group argues the recognition of the International Cycling Union (UCI).

In a statement, Romero lamented that the leadership struggle could rate to roll on the national squad bound for the Southeast Asian Games in Laos.

The Asian Cycling Federation, which will supervise cycling in the SEA Games, had earlier announced that only the riders to be sent by Tolentino's group will be allowed to compete in Laos.

"At last, the cycling row is over, but the moral and mental scandal by the chairmen of our riders in the 2009 SEAG in Laos," said Romero, who has bankrolled the staging of some events for the national team.

Romero has also pledged incentives to the cycling medalists in the Laos Games.

"The lack of preparation and competition brought about by the cycling problems will severely affect our athletes' chances," he said.

The order against Tolentino comes events like the Olympics, Asian Games, Southeast Asian Games and other competitions in which POC sanction is mandated, the court said.

Philcycling legal counsel Samuel Punzalan defended the procedure taken by the POC to solve the impasse, saying that Tolentino even participated in the arbitration sessions conducted by the Olympic body.

The panel was headed by International Olympic Committee representative in the Philippines Frank Elizalde.

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Asistio rallies with 68, pulls in front by 2 shots

By Mhaeng B. Castillo

CANLUBANG, LAGUNA—FORTY-SIX ASISTIO birdied three of the past five yesterday on the way to a four-under-par 68 and grabbed a two-stroke lead going into the final round of the Caridad-ang Asistio Open here.

Using his impressive length off the tees, Asistio cashed up shots on the ninth, 11th and 18th holes after a birdie on the par-4 seventh and moved on the threshold of becoming the first repeat champion of the tournament with a 36-hole aggregate of 142.

Only Jovic Pagunsan, with victories in 2008-2003 and 2005, has won this event more than once in four previous tournament years.

Jessi Abalos, who shared the first-round lead with Calamian teammate and national amateur champion Mark Fernando, settled for another 72 and dropped to second at 144 with South Korean Yihoy Jeong-hun and former Hong Kong professional winner Dennis Borjores.

Yihoy shot a 67 highlighted by a 32 going out, while Borjores, a standout of the ICTSI program like Asistio, rebounded with a 70.

Fernando, winner of a leg on the ICTSI pro golf circuit, was good for just a 73 this time and rose at 146, a shot ahead of former Canlubang teammate Ernesto Bay Galido, who had a 72.

Rafael Reyes, who had a 76 overnight, improved in a 73.

Asistio Salvador and Alvin Espino, Canlubang aces in the PBL-Interclub like Abalos and Fernando, also shared their 68th goodbye after a 77 and 73 for 151.

Meanwhile, Children Rocks drained out a 70 to post a two-shot lead over Sarah Abalos as the ladies' division got going yesterday.

Seeking her fifth title this year, Rocks opened with back-on-back birdies, then birdied two of the last four holes for a 34-36—end.

ASISTIO

Grand Touring final slated at Clark

THE COUNTRY'S TOP RACERS TRY TO OUTmaneuver each other in the finale of the 2009 Yokohama Philippine Grand Touring (GT) Championships on Oct. 18 at the newly built Clark International Speedway.

Paul Hawthorne Perez of Mps Racing is seeking a second straight Driver of the Year award on his game for a sweep of the races.

Perez wrested the overall lead following the re-release of John Anderson on the last lap when he finished second to the Speed 101 and topped the Silver Wrap Man Race.

Yesterday at kilometer 106 points, 28 deer of drivers, and 211 of third place Nicol Fernando.

Pasay 'Big Event' gets going today; Pacquiao stags lowered

THE COUNTRY'S TOP COOKED FIGURE IN tough crash-fest arena today in the Taguig-ang Big Event S-Mag Derby 8 at the Pasay City Cockpit.

Featuring more than 100 fights, the competition opens on Thursday, September 2009 with a host of races, according to PCL pit managers Eric Dela Rosa and Rachelle Blanco.

Boxing superstar Manny Pacquiao, who ruled the first Pasay Big Event staged last Aug. 21, will challenge Patrick Antonio, Sonny Boy Jaro and Jun Espada on a card billed as an "Amateur match-fest."

"It's an explosive showcase of non-fight champions," Dela Rosa said.

Among the top pugilistic are Ricky Magdato, Jose Mayo Nestor Mercado and Fernie Bautista.

By Top Chino
At Santa Ana Park

ANCELA

RP Cuppers overwhelm visiting Toyo Gakuen

By Marc Anthony Reyes

PHILIPPINE BASIC CUPPERS Johnny Arcilla and PJ Flavio led the national pool members to a sweep of the singles matches against Toyo Gakuen University as the draw of the Philippines-Japan University Friendship Tennis 2009 at the Pylera Country Club Wednesday.

Arcilla drubbed Fumihiro Hashimoto, 6-0, and Ma Lara Sawada, Reina Ishizuka to Flavio in their 6-0, 6-0 victories.

SE Batte-trained Ryohei Ghada, 8-3, and Jaime Sobio whipped Ramiro Marcaida, 8-1, in the other boys' matchups while Jessie Aga dominated Ayaka Iwata, 8-2, and Michelle Pang trounced Rizzani Suzuki, 8-1, in the girls' singles.

The rest of the singles matches were cancelled due to rains, and the team singles pitting Arcilla and Hashimoto was set to just do games.

Top guy for Toyo Gakuen Shohei Hirano said they were inspired by the pros. "We are disappointed that matches got cancelled because of rains because we were playing very well. I think we have improved a lot because of these dual meets," said Marcaida, the top Toyo Gakuen bet.

Toyo Gakuen prevailed over University of the Philippines and La Salle after losing to Ateneo, 7-5, at the start of their dual meet last Saturday.

The Japanese, who stayed with Astro Satellites in Alabang, downed UE 7-5, and La Salle, 8-4.

The Japanese later netted up with the RP pool members in the doubles with Marcia and Tiozon beating Iwata and Ishio, 8-4, and Ohara and Arcilla beating Hashimoto and Batte, 8-5.

Suzuki and Aga beat Sumiko Watanabe and Chikahiro Hachisuka, 8-7(1), while Reina Morimoto and Shoshi Zobra nipped Iwata and Hing, 8-7(3).

POC junks Asian Indoor stint; PSC to field squad

By Jose Marasco

UNABLE TO GET THE PHILIPPINE Sports Commission to finance a big delegation, the Philippine Olympic Committee has decided to withdraw from the 3rd Asian Indoor Games set Oct. 28-Nov. 8 in Hanoi, Vietnam.

POC deputy secretary-general Mark Joseph said the POC came up with a resolution scrapping the country's participation after the PSC said it could only finance 22 athletes and eight officials in nine disciplines.

"Under the present conditions, we can't participate [in the AIG]," said Joseph in the radio program "Usapang POC" aired over DZSR918 yesterday. "We cannot tolerate government intervention in the selection of athletes and discrimination of

ANGPING

JOSEPH

athletes and other sports."

The POC had submitted a delegation of 161 athletes and 178 officials in 19 sports, which the PSC immediately turned down.

"If they want to pull out, fine. However, I don't want to disappoint the athletes. I will talk to the athletes and tell them that the POC will continue supporting them," said PSC chair Harry Angping, who is set to meet the AIG Games athletes today.

Angping, who served as chef de mission during the first AIG three years ago, noted that the PSC doesn't normally bankroll the delegation to AIG and that the POC usually sends a token contingent.

Sources said Joseph resented the removal of the swimming team and the inclusion of shuttlecock as one of the sports in the delegation banned all preceding days to other Olympic disciplines.

Mustangs, Dolphins forge Visayas title duel

By Cedell P. Tupas

BACOLOD CITY—WEST Negros University and John H. Latorre Maritime Foundation-University Baguio a title showdown following impressive outcome yesterday in the semifinals of the Shakey regional tournament of the Philippine Collegiate Champions League at the WNU Gym.

Dominative playmaker Alfie Villatuya pumped in five triples en-route to 21 points as the Mustangs crushed Western Leyte College, 122-72, while the Dolphins strained to a 103-97 win of Bohol Institute of Technology.

"Both teams almost always give us a tough time even if the game is played in our hometown," said WNU coach Tito Sandoy, whose squad captured its 13th straight NORPOVISA title last week.

The Mustangs and Dolphins were vying in the finals last night with the winner advancing to the zonal qualifying phase in Cebu against Western Visayan Sun Solution Cesafe, Southern Leyte-Sogod, Asbestos, Mindanao Gold Holy Trinity College and the second to fourth placers in the Cebu Schools Athletic Foundation leg.

Only the top four teams from the Nos. 6 to 9 Cebu zonals will make the Luzon 16, where UAAP titlist Ateneo, UE, FEU, TSST and NCAA Final Four runner Sun Beda, San Sebastian, Jose Rizal U and Lyceum have already secured slots.

The Mustangs put the game beyond reach in the third period after Belzon Jarobaso sank back-to-back triples and 6-foot-4 Raul Sayoc's two-handed slam for a 73-54 lead with six minutes left.

Villatuya put the finishing touches by firing 14 of his output in the final period, when the Mustangs outscored WLU, 31-16.

Virgilio Dejan and Arbie Sumoda contributed 15 points each while Jarobaso added 12 for the Mustangs.

Phillies, Dodgers start Final Four

NEW YORK— THE HOME RUN POWER OF the New York Yankees will be pitted against the speed and guile of the Los Angeles Dodgers when the two teams clash in Friday's opener of the best-of-seven American League Championship Series.

"They're a team that likes to take extra bases. They are more of a speed team. We're more of a power team," New York outfielder Nick Swisher told reporters after Wednesday's workout at Yankee Stadium.

The Los Angeles Dodgers launch Major League Baseball's Final Four when they host the World Series champion Philadelphia Phillies on Thursday in the first game of their series for the National League title.

The Yanks, hoping to close the decade the way they started it—with a World Series title in 2000—led the majors with 244 home runs, keyed by Mark Teixeira and Alex Rodriguez.

The Angels swiped 148 bases, including 42 from Chone Figgins.

Reuters

Ginebra's volatile concoction

THE CONCERN OF THE RED-FIRA PHILIPpine Cup field is not the—boundary and overdefensive problems Jim Miguel Beer experienced in its season-opening 96-86 loss to Barangay Ginebra San Miguel yesterday.

What is outright scary is when the Beermen iron out the rough edges of their game and unleash the true power of their talented roster.

Despite posting an early 71-point lead, San Miguel was thrown off by a second-quarter blitz engineered by the unerring Mark Caguioa, Jayjay Helterbrand and Ronald Tubid.

* * *

When Ginebra plays small and hits transitional shots, it stirs its faithful fans and—unleash a volatile concoction that opponents find difficult to deal with.

Ginebra outscored San Miguel, 38-9, on the break and was sharper, 47 to 30 percent, from the field. It didn't help at all that the Beermen couldn't nail a boy all night, missing all 15 three-point attempts.

It was clear that there was some getting used to that the Beermen had to address.

New recruits Arwind Santos and Dennis Miranda were feeling their way around. Their teammates were still getting accustomed to when they would take their shots and how they would move alongside them.

Actually who has played hoops knows that the equation changes when somebody you're played against suddenly becomes your teammate.

It can be expected that this will not last very long.

* * *

Sen Enrajonero is not unfamiliar to the role of commissioner of an orchestra of rascals. Once everybody settles into the roles they are assigned, San Miguel should be quite a force to deal with in the tournament.

In the backcourt, they have Jonas Villanueva, Glen Dumbe, Mike Cortez and Miranda and up front, there are Mick Pennisi, Dorian Pena, Danny Ildefonso, Danny Seigle and Santos.

That's not even the complete lineup and still you can make two great starting fives. San Miguel has enough interchangeable parts that will be useful when the wear and tear of a long conference hits it.

* * *

Take nothing away from Ginebra though.

Stuck with its core of Caguioa, Helterbrand, Mercado and Tubid for the first time in a while, the Gin Kings play with a purpose that is the envy of many teams. What it lacks in size, Ginebra makes up for with speed and emotional ease that can overhead loads and inspire breakaways.

The return of Caguioa is an early Sidekick gift for the Ginebra legions. They would rather have The Spanish playing for them than not at all. His 17-point second-half performance against San Miguel could be a sign of good things to come for the Barangay.

The acquaintance party is on.

The issue that shortens the getting to know-you part of the season will have the first-choice-at-home spots at the end of the classification phase.

ACE HARDWARE OPENS IN SM HYPERMARKET MAKATI

ACE Hardware, the Helpful Place, opens its 45th branch in the Philippines recently along President Osmeña Highway in Makati.

The 400-square meter store is located on the Lower Ground Floor of the building where SM Hypermarket recently opened. And as homemakers can shop for fresh food straight from the source, groceries, clothes, accessories, and home items at the hypermarket, home improvement enthusiasts can shop for their helpful solutions at ACE Hardware.

Like all ACE Hardware stores worldwide, the new Makati store has a wide assortment of items for the smart handyman – power tools, electrical and lighting fixtures, building materials, indoor equipment, and items for the car and home. It also has a lawn and garden section, as well as exclusive products like lead-free and odorless ACE Paints with 2,000 colors to choose from. With its automated color matching program, you simply have to bring your swatches, which the computer will scan and give you the color you want.

Shopping fun awaits customers at the new store. These include discounts and savings on items that celebrate Outdoor Fun for Everyone - tents, grills, recharge station lanterns until October 31. Likewise, every P500 single or accumulated purchase until November 15 entitles one to a raffle coupon and a chance to win one of ten Honda Wave Motorcycles in the OMNI promotion. You can earn rewards points and double your chances of winning when you use your Prestige Card, SM Advantage Card, and 800 Rewards Card.

Check out the newly opened ACE Hardware branch at SM Hypermarket Makati. Other stores are located at SM Makati, SM Cubao, SM Megamall, SM Southmall, SM City Marikina, SM City Muntinlupa, SM City San Lazaro, SM City Manila, as well as SM Supermarkets in Pasig, Valenzuela, and Las Piñas. In the provincial areas, ACE Hardware stores are located at the SM Supermalls in Bacoor, Dasmariñas, Molino, Batangas, Naga, Lucena, Clark, Marilao, Dagupan, Rosales, Baliwag, and Sta Rosa in Luzon; as well as Cebu, Iloilo, Davao, and Cagayan de Oro in the Vismin area. These items are also available at ACE Builders Centers at SM City North EDSA, SM City Fairview, and SM City Pampanga.

BUSINESS

Edita Raul O. Marcelo • Assistant Edita Carrie S. Mariano

Remittances up 2.8% to $1.4B in Aug.

In first 8 months, $11.3B reached RP

By Michelle V. Remo

REMITTANCES CONTINUED TO GROW IN August, with household consumption also seen to pick up, supporting growth of the overall economy, monetary officials said.

In August, remittances amounted to $1.4 billion, up 2.8 percent from that of the same month last year, the Bangko Sentral ng Pilipinas reported yesterday.

"Remittances from workers overseas continued to underpin the resilience of the economy, remaining a stable source of foreign exchange for the country," BSP Governor Amando Tetangco Jr. said in a statement.

The August figure brought overall remittances in the first eight months of this year to $11.3 billion, up 3.7 percent year-on-year.

Remittances in the first eight months were mostly from Filipinos based in the United States, Canada, Saudi Arabia, the United Kingdom, Japan, Singapore, United Arab Emirates, Italy and Germany.

The central bank earlier projected that remittances would register a flat growth this year. The BSP has since revised its forecast to an average growth of 4 percent, saying that the global turmoil had little bearing on the amount of money sent in by workers abroad.

"There had been layoffs in recession-stricken countries. But remittances still rose because newly deployed Filipinos continued to fill those jobs left by their predecessors who had lost their jobs.

According to the BSP, remittances may even grow faster in the last few months of the year, noting that workers tend to send more money to their families overseas.

It also said that, with the global economy now on its way to recovery, remittances could even surge in [illegible]

REMITTANCES B2

'Hot money' net inflow hits $47M

THE PHILIPPINES POSTED a net inflow of foreign portfolio investments in September due to a resurgence in investor sentiment.

The Bangko Sentral ng Pilipinas said "hot money" registered a net inflow of $47 million in September, reversing the $440 million in net outflows recorded in the same month last year.

In the first nine months of the year, the country posted net hot money inflow of $229 million—a turnaround from the net outflow of $849 million in the same period last year.

HOT MONEY B2

IN THIS ISSUE
■ AGI, partner commit $1.6B in tourism investments /B2
■ Gov't debt hit P4.2T in July /B3

Lost corporate documents

WITH THE BANK GONE, THE shareholders substantially subsided and most investors look in their homes (or what's left of them), the victims of the recent calamities are slowly picking up the pieces of their lives.

Businesses that lost their stocks and equipment face serious problems. Their biggest headache is securing the money or credit line needed to reopen their operations.

Another problem is investors losing important corporate and commercial records. Unless they have secure back-up systems, they literally have to start from scratch.

It's not easy recovering data from missing or water-soaked inventory lists, payroll sheets, sales invoices, payment receipts and the myriad of documents needed to run a business.

The retrieval process may be too tedious if the records were stored in computers as there are software programs that can undertake the task.

The question of how to reconstitute vital corporate documents that were lost or missing was the subject of a query by a company with the Securities and Exchange Commission.

The company said that, due to changes in management and office transfers, its stock and transfer book and other corporate records were nowhere to be found.

Replacement

As a result, it had difficulty identifying its shareholders, their holdings and addresses. Neither were there records to the company's office or elsewhere that can help in the recovery of that critical data.

To solve the problem, the company thought of issuing a board resolution certifying all issued stock certificates and asking the stockholders to surrender their certificates within a certain period of time from the date of the publication of that resolution.

Those who respond to the call will be given new certificates, while the unsurrendered certificates will be treated as treasury shares, or company-owned shares.

The company sought clearance from the SEC for this action plan.

For starters, the SEC explained that corporate books and records were considered private documents and therefore covered by the rules of evidence in proving their contents.

This means that if the original records are lost, mislaid, destroyed, or otherwise unavailable, and can reasonably be proven to the satisfaction of the court, secondary evidence, such as, duplicate copies and oral testimony of witnesses, may be presented to prove the things or matters contained in those records.

Publication

The same principle applies to the reconstruction of the stock and transfer book.

A new book should be presented to the SEC for proper registration, accompanied by a sworn statement by the corporate secretary or other officer stating the circumstances behind its loss.

To facilitate the reconstruction of its records, the SEC suggested the notification of the stockholders of the planned action through publication of a notice in a newspaper of general circulation.

They can be directed to "step forward and present the proper receipting or transfer of the shares in their respective names, requiring them to produce evidence of identity as well as their tax identification number."

If in spite of the publication the identification process is unsuccessful, the SEC directed the company to continue to hold the shares as treasury shares.

On the issue of whether or not new certificates should be issued to the identified stockholders, the SEC said that is a matter addressed to the discretion of the board of directors.

The SEC gave the caveat though that "the stockholders should not be made to suffer the circumstances arising from the negligence of the corporation and/or its directors or officers."

Fiduciary

In other words, the stockholders should not be required to pay for the expenses or costs that may be incurred for the issuance of new certificates.

The company's, pursuant to trust, the shares of stockholders who cannot be located or identified as treasury shares was carried down.

The SEC said those shares might be entered in the corporate books in the name of the corporation as "trustee," which means it is holding them in a fiduciary capacity or for the benefit of their true owners.

As a fiduciary under the law, the trustee is obliged to protect the interest of the beneficiary and not to allow his personal interest to conflict with that obligation.

The SEC stressed that the failure of the first owners to come out and claim ownership, even for a long period of time, "will not raise the presumption of ownership in the person named to be the trustee or trustee."

This means the shares of the unidentified stockholders cannot be treated as treasury shares, which can be appreciated and sold then to unsecured parties.

The prohibition rests on the principle that "a trustee should not profit from the handling of trust estates."

So how long should the company maintain the fiduciary relationship?

The SEC left it up to the unidentified stockholders until the company closes shop and the shares concerned are escheated (or forfeited in favor of the government) in accordance with the prescribed procedures.

For feedback, please write to rjpf-abs@inquirer.com.ph

AGI, partner commit $1.6B in tourism investments

By Doris C. Dumlao

TYCOON ANDREW TAN'S holding firm, Alliance Global Group Inc., is investing up to $1.6 billion with his new Chinese tie-up to develop two integrated tourism developments—"Resort City" in Pasay and "Star Palace" at Bonifacio High Street in Taguig.

"We want to be the largest tourism player in the country," AGI president Kingson Sian said in a presentation during the company's stockholders' meeting in the newly opened Newport City tourism estate yesterday.

"We are very bullish about the tourism industry in Asia and there is no reason why the Philippines cannot be a major player in the industry," Sian said.

The 21-hectare Newport City is a joint venture between AGI subsidiary Travellers International Hotel Group Inc. and Genting Cruises Ltd., the world's third largest cruise line operator and part of the gaming behemoth group of Malaysia. The joint venture committed to invest P20 billion in this project.

Sian said Newport City would be positioned as the gateway to Philippine tourism owing to its proximity to the NAIA 3 terminal.

The tourism estate in New port City, named Resorts World Manila (RWM), will feature a full array of entertainment facilities and services designed to attract domestic and international tourists.

Under the plan, RWM will have about 5,500 hotel rooms, including the recently opened Marriott Hotel and two other hotels under construction—Hilton Resort and Spa and Hampton Hotel.

There will also be a 1,000-seat Newport Performing Arts Theater, four high-end cinemas, luxury shopping arcade and a two-story retail mall, gaming area, food emporium, spas and dance clubs.

Newport City is expected to generate about 10,000 tourists, related jobs by 2011.

Travellers is conducting groundbreaking ceremonies for its second casino/entertainment complex within the 39-hectare Entertainment City Manila, called the "Star Shows," which may include a theme park.

Sian said $1.6 billion is investment won the group's commitments to Philippine Amusement and Gaming Corp.

Pacific Online profit up 85%

PACIFIC ONLINE SYSTEMS CORP. POSTED an 85 percent year-on-year increase in profit in the first nine months to P224 million on record-high lotto sales in Visayas and Mindanao, as well as some treasury gains.

Pacific Online is the exclusive online lottery system provider of Philippine Charity Sweepstakes Office outside Luzon.

In a disclosure to the Small Exchange, Pacific Online said its core revenue went up by 39 percent to P781.3 million over a year ago.

The record lotto sales were aided by the Ultralotto 6/58 roll out of new terminals, the more aggressive distribution and sale of PCSO's instant "Scratch-IT" tickets nationwide and the expansion of retail centers by subsidiary Lucky Circle Corp. (LCC).

The "Scratch-IT" instant sweepstakes product lose has also contributed a total of P746 million to the PCSO charity fund in the first nine months.

LCC, which sells PCSO various product lines, has 180 outlets nationwide and expects to end up with a total of 130 this year. It also plans to open new branches in the coming years. Doris C. Dumlao

UBP raises ₱3.7B via debt note sale

UNION BANK OF THE PHILIPPINES HAS raised P3.701 billion from the sale of debt papers qualifying as tier 2 or supplementary capital.

The offering was closed on Wednesday with the notes priced at 7.375 percent or a spread of less than 100 basis points over the five-year benchmark.

In a disclosure to the Philippine Stock Exchange yesterday the bank said the amount raised would be used to strengthen its capital base and boost its capital adequacy ratio (CAR) ratios. Its ratio is about 13 percent from the current 12.38 percent. The minimum required now is 10 percent. Banko said UBP would have raised more from the offering and maximized the P5-billion bond ceiling approved by the central bank if it had agreed on a higher interest rate spread.

But due to the cautious market circumstance and a number of competing issues, the bank preferred a tight spread over a larger issue size.

UBP's notes are due in 2019 with an option but not an obligation to redeem them on the fifth year. If the bank does not call on the notes by that time, it will pay a higher interest rate.

HK fund buys 5.9% of MPIC

INVESTMENT FUND INVESCO Hong Kong Ltd. has acquired a 5.9% percent stake in local industries holding firm Metro Pacific Investments Corp. for about P1.7 billion.

In a disclosure to the Philippine Stock Exchange, MPIC said the Hong Kong-based investor acquired 860.54 million out of about 9.465 billion of its total shares or 5.9% share in Separately, a fund management firm opening unit of Hong Kong in the last three decades, handles 30 retail funds, which are available to investors in Hong Kong through all major financial institutions.

It also manages assets for institutions, such as public funds and traditional working capital.

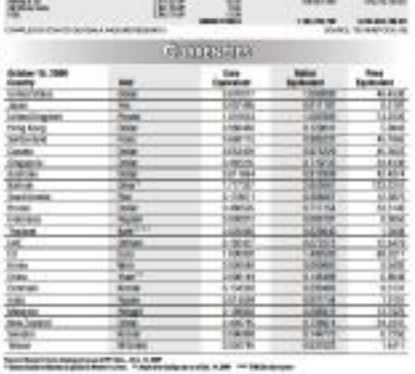
With the investment in MPIC, Invesco joins Singapore-based Morgan Stanley Investment Co. and Los Angeles-based Wellington Management Co. as among the institutional investors in the listed holding firm of Hong Kong-based First Pacific Co. Ltd. led by Manuel V. Pangilinan.

MPIC successfully raised P7.9 billion through a public offering of shares, considered the largest equity deal in the country since 2007.

Right after the capital-raising, MPIC acquired a 14.7 percent stake in power retailer Manila Electric Co. It bought the 13 percent state wealth P18.2 billion from affiliates and another 1.7 percent from the open market.

The sale of new shares effectively relaunched MPIC as a publicly listed company, boosting its public float while raising new money for expansion.

MPIC has major investments in water distribution through Maynilad Water Services Inc., Metro Pacific Tollways Inc. and in the country's three major hospitals.



Gov't debt hit ₱4.2T in July

By Roxanne W. Domingo

THE GOVERNMENT's debt stock amounted to P4.223 trillion as of end-July, down by P2.7 billion or 0.1 percent from end-June level, or three months on July, however, were 6.5 percent or P207.4 billion higher than the P3.966 trillion a year ago.

Based on the Bureau of Treasury's latest report on the government debt, 53 percent or P2.241 trillion of the total debt was borrowed from domestic lenders.

Local debt went down by 1.3 percent month-on-month from P2.271 trillion in June.

Some 45 percent or P1.982 trillion of the total outstanding debt was denominated in foreign currencies. This was 1.5 percent higher than the P1.851 trillion owed to foreign lenders in June.

The increase was attributed to the net P30 billion in net availment during the month and the appreciation of selected major currencies, which made foreign loans costlier by P2 billion. This was, however, partially offset by P8 billion in net appreciation of the peso against the dollar.

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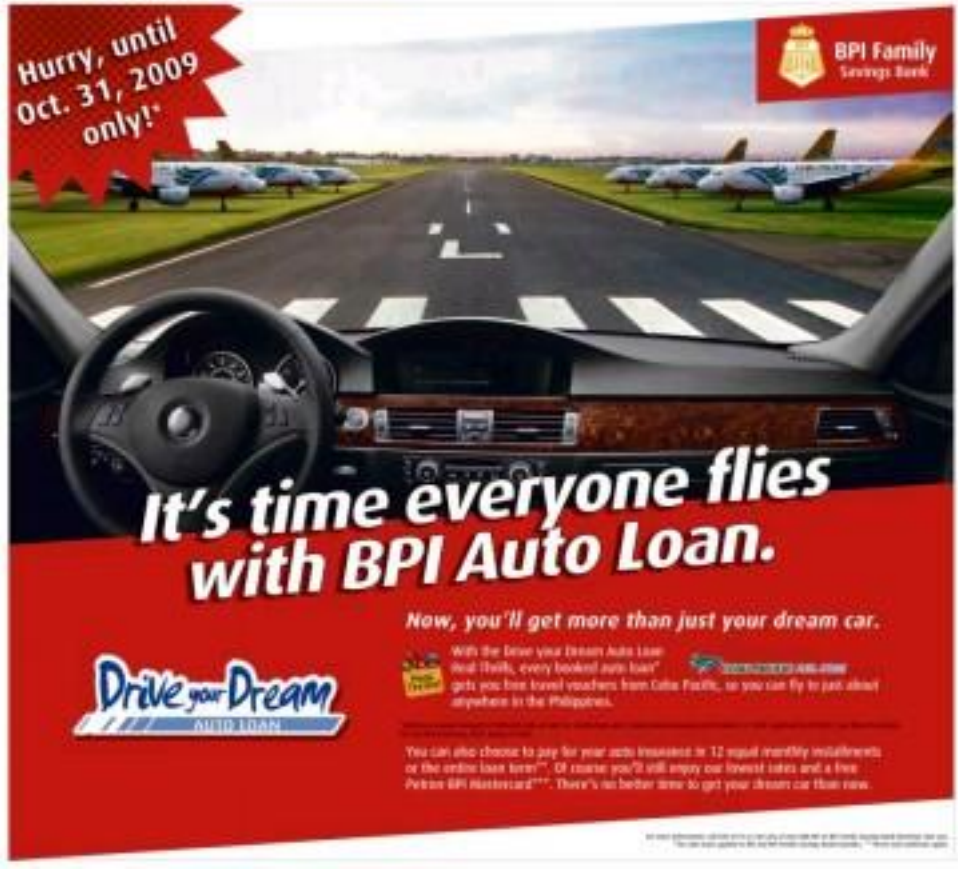

BUSINESS *Friday*

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Even in worst of times, great ideas can emerge

By Tina Arceo-Dumlao

(Conclusion)

IN BUSINESS, AS IN HEALTH, AN ounce of prevention is worth a pound of cure. And that means being prepared for a crisis even before it strikes.

Julie Pratz, head of the Department of Entrepreneurship and academic director of the Entrepreneurship Center at IESE Business School, based in Barcelona, explains in this last installment of the e-mail interview with the Inquirer that it is much easier to forestall a crisis than deal with it.

This is why she recommends that company executives take a look at their operations, especially if success, to make sure the company is prepared to meet any challenge that lies ahead.

Pratz was recently in Manila for the formal launch of the 16,000 Women Business Training Program for underserved Filipina entrepreneurs, and the conference "Preparing for Recession Recovery: Challenges in Creating New Opportunities."

Question: What do you think are the worst things that entrepreneurs can do in times of crisis?

Pratz: Not to take advantage of it! This answer might sound surprising, but it should not be. Especially in such difficult times, entrepreneurs can take much quicker decisions and execute them faster than anybody else. I'm not saying life is easy for entrepreneurs in these times (because it's never easy), but with regard to personality, ability and agility, entrepreneurs are a privileged lot in that they know how to manage well in these kind of conditions and pursue new opportunities.

From a managerial perspective, I believe that paying too little attention to the financial aspects of the business in the warm-up time can die, because it jeopardizes the firm as a whole and may be a hindrance to adequately capturing growth opportunities that might open up to them. Therefore, a strong focus on working capital requirements and cash flow is very important.

A number of private is to raise money BEFORE you need it. Banks and investors provide money more easily to those who don't need it than to those that really need it urgently. I also recommend installing "safety nets" before a crisis happens (i.e., negotiate for a temporary financial bridging in advance from a large, good-rolled client who would help out in case money runs short.)

Dr. Julie Pratz of the IESE Business School based in Barcelona

Question: You also mentioned cooperate entrepreneurship as a strategy for growth? Could you explain what you mean?

Pratz: Corporate entrepreneurship is also called intrapreneurship. This is a strategy focused on generating growth. This not only means that additional growth results from acquiring another firm, but more important, by creating organic growth, that is, growth created by yourself such as developing new products, entering adjacent or new market segments, or expanding geographically into new country markets.

Moreover, business model changes can be a powerful tool to unleash further organic growth. Several recent global surveys show the increasing importance of such a growth strategy for CEOs.

Research has also indicated that organic growth is often more profitable and adds more value to a firm. In a study which focused on organic growth within large corporations, we found that "growth leaders" (people who led internal high growth initiatives) very much behaved like entrepreneurs rather than corporate managers.

In this sense, intrapreneurs can learn a lot from the behavior of entrepreneurs. And during a crisis, everybody can!

Question: What do you think are the most common mistakes entrepreneurs make, especially during the first two-or-three years?

Pratz: The biggest mistake in their entrepreneurs often underestimate the time it takes until a product is truly ready to be shipped to a client and the amount of money necessary to reach that point, as well as the time it takes to raise the money for the next up phase as well as expansion.

Another common problem is that new firms (especially tech-driven companies) often focus much more on what their technology or product can do instead of what the client really need. It's always more difficult to find a problem to a solution than offering a solution to an existing problem.

New ventures should also make sure that they bring direct client feedback as early as possible into the product development process. Changes and pursuit adaptations to the user are far cheaper then at the end.

Further problems come from underestimating the competition or switching costs of potential clients to a new product/technology. Being just a little better or a little different won't be enough to quickly capture a significant share of a market.

Problems arise also with regard to human resource issues. Even time-founder-entrepreneurs often find it difficult to live autonomy they found, even if the person doesn't seem to fit in the firm. Put nevertheless CEOs say that they find someone too early; they mostly complained that they did it way too late.

This problem is worsened and sensitive if there is a match among the co-founders of a firm. Rapid growth can also lead to significant problems where inexperienced people are not well equipped to take leadership positions and conflicts arise. Founders often encounter problems delegating and sharing responsibility with a larger group.

'A strong focus on working capital requirements and cash flow is very important'

Word of mouth

By Roger Pe
Correr Bureau

WHAT IS MORE CREDIBLE THAN endorsements made by close friends? Where do you turn, the brand you just saw on TV or neighbors who have tried and tested another brand to validate they all swear by?

If a picture can paint a thousand words, the mouth can unleash "buzz" that can generate momentum.

Experts say "word-of-mouth" is the best form of advertising, and nothing can beat its effectiveness. Even the most experienced global advertising network execs say its immense power.

What exactly is word-of-mouth?

Simply put, it is the buzz created based on one's actual experience that eventually snowballs into a repetition of branding recall. It could cause a branding collapse or become the most expensive advertising produced.

Word-of-mouth is best illustrated by this most recent TV commercial for a condiment.

In a quaint, remote village, a damsel becomes the talk-of-the-town, but only in the beautiful, but the kind the cooks taste delicious. The whole town went nuts over her cooking. Wags and eavesdroppers try to uncover her culinary secret, believing that there was something to the sauce she's using.

Brand benefits

Do you have something in your product or advertising that can make people open their mouth and spread the gospel? Is there something in your brand that is worth recommending to your friends? Is there something new in what you're selling that may turn into conversation piece?

Will people talk about it in coffee shops, offices, schools or wherever they may get a chance to talk? Remarkable brand benefits and innovative advertising can pierce through the duties and positive feedback will easily pass on like contagion.

Anything less and you suffer the ignominy of being ignored.

Brands that create buzz

The new campaign of Meralco on how to save electricity is being talked about because it is different from the usual.

A caterpillar, two lovebirds and a firefly are used to make an interesting ad to remind consumers on how to save on electricity. It probably wasn't just talked about but the creative used the same old boring formula. Upbeat pseudo and in a way that we've seen in the past.

A fast-food restaurant offering hot, clean, affordable steak will surely get the nerve of a "backache" looking for good value through use of ordinary conversation. After one correct, the information runs multiply getting the message could become the message comes from a trusted, unbiased source. The premise of sharing information between two parties can also be separated via SMS, e-mail, chat, social conversations, other forms of online instant messaging or whenever people get a chance to share each other's opinions.

In the movie "Fifty Shades," Tom Cruise stars Stephan Weyburn a mass-lover secretary back in mid-1980s. In his Brand Story website, Bob Marsh, former creative director at Publicis Dialog and now VP at LaguPublicis, talks about how he once ran on his Stephan Weyburn and is broke in hell. The eyeglass store where he bought it wouldn't take it back so he uses it directly in Stephan with a new saying: "This broke, please fix."

He had no expectations of ever hearing from the company and started looking for new glasses. Two months later, he received a new pair of Ray-Bans in the mail. He was thrilled and became a huge fan of Ray-Ban. 22 years later he was still telling the story.

Through word-of-mouth, a good

"Word-of-mouth" is the best form of advertising.

Brand experts swear by the power of 'word-of-mouth' advertising

can can enjoy advertising mileage long before the prospective buyer gets to see or try the brand. Validated by recommendation from friends, it is bound to meet or even surpass sales targets.

Word-of-mouth can best branch outs high frequency media. This can be said in the case of hotels and other establishments that offer personalized service and hospitality. More often than not, preference for friends' endorsements can be sealed instantly because people oftentimes trust friends for their testimonies.

Highly effective

Word-of-mouth can be said as doing half the battle of convincing consumers because they come from real experiences and credible sources. In his Marketing Profs website, Ted Ritchie, creative director of Design Force in the US and who has written articles for Adweek and Brandweek, mentions that word-of-mouth effectiveness is 70 percent, higher than newspaper advertising, magazines, television, radio and internet advertising.

Here is something for your business and give it a boost?

Here are recommendations from Start Up Nation to help you build word-of-mouth viral marketing success:

- Keep it simple. The more complicated your messages are, the harder they can survive being passed via word-of-mouth.
- Be specific. Don't be generic. Define your category. Example: "The Mineral Water with 500 mg Vitamin C."
- Make your story different to make it worth repeating.
- Back up your recommendations with success stories from real people.
- Provide people with simple ways to make them inquire about you and what you offer.
- Put experts on your side. Encourage them to spread what's good about your brand.
- Ask your sales people (in retail), recommendations and testimonials and repeat the cycle.

MARKETING Rx
Dr. Ned Roberts & Judy Roberts

Market predictions

FOR THIS WEEK'S COLUMN, WE THANK Josiah Go, marketing teacher and guru, for allowing us to publish his 22 fearless market predictions after Tropical Storm "Ondoy" (and Dipong).

This was originally posted on Josiah's Facebook account.

Here we go:

Random prediction No. 1:

Expect a metastasis of consumer behavior weeks after the Ondoy devastation—what are considered clumsy and materialistic will give way to back-to-basic products and services. Materialistic will turn from a big consumption culture to **Depression Dudley.** In-between, a new standard may emerge. Watch for it!

Random prediction No. 2:

Consumer attitudes will change after the **presidential election next year. The new president** will be one who will be able to convince the country's business and **"politicians** feelings of many people now. The power-loving politicians will use the ballots to show their sentiments. **Expect foreign exchange to appreciate after!**

Random prediction No. 3:

Mass exodus of people and businesses traumatized by Ondoy to their new provinces/land will alter prices of real estate significantly.

This will force many local governments to raise threats to public health and safety more seriously as people and businesses will demand full accountability on their physical **movement.**

New market spaces will emerge!

Random prediction No. 4:

Marketing tools will be victorious of many marketers who hope accepting promises year after year, consumers disturbed by Ondoy will feel like a second time victim when they will get nothing due to "technicality"

There will be power shift in favor of customer-centric factory who will create new **market space equivalent** to an "insurance evaluation center" Now one realize will emerge!

Random prediction No. 5:

There will be more people attending museum, at least temporarily. The expat behavior, however, will be a defining moment for churches to either turn the unchurched or dechurched depending on their product, people and programs.

Hey God bless the priests and the church workers and give them wisdom to retain new people attracted to them again.

Random prediction No. 6:

Sales of popular candles and other comfort foods will rise as people will find new ways and new symbols to cope with the Ondoy tragedy.

Random prediction No. 7:

A "family" mood will again be a ritual among people who genuinely care and sensitive each other, not just to satisfy hunger. The meaning **of family will include those who gave big help** in times of crisis. Expect more disabled family mood after the Ondoy crisis in every subdivision and **subdivisions are born!**

Random prediction No. 8:

Consumers will be more careful when buying products as a culture of true payroll at the moment. It will affect how people interact with one another. Trust will dominate by influence purchase behavior in the coming days!

Random prediction No. 9:

People will float new meaning in life not with things but with knowledge as they try to understand what is happening in their lives.

Random prediction No. 10:

Sales of bottled plastic products will be affected in the months and years to come. The same products being consumed by victims of Ondoy are the same cause of ecological problems. Did you notice the empty plastics bottles of the trash floating during the Ondoy flood?

Random prediction No. 11:

Sales of canned products will make a big come back and challenge fresh produce as consumers will reposition the symbol of canned product as time and versatile friend.

Random prediction No. 12:

People will give priority to health and safety products like home water purifiers as an option to boiling, alarm systems to detect floods, home solar energy to counter light, shower filters to remove water contaminants, and even home/car disaster detox device as a way to control excesses in food and liquor intake. Gross production increases that can change consumer preferences will be witnessed.

Thanks for your comments and questions. Keep emailing them to drnedmarketing@gmail.com or marketingrx@yahoo.com or text us at 0918.3386112. Our fee for this and next week's column will go to Operation Blessing's medical mission for Tropical Storm Ondoy and Typhoon victims. Please continue supporting relief efforts.

Asia shares hit 14-month highs; dollar slides

HONG KONG—ASIAN SHARES HOVE TO 14-month highs yesterday after upbeat US retail sales and earnings reports prompted a shift to riskier assets, pushing the US dollar to a 14-month low and prompting Asian governments to step in to curb currency strength.

European stocks were up 0.4 percent shortly after opening, while shares rose earlier hit an 14-month high of $1.4861, as the US dollar slid to fresh 14-month lows against a basket of currencies amid rising risk appetites.

Shares in Japan jumped nearly 2 percent, helped by gains in tech shares and other exporters who might benefit from rising US demand.

Stocks in the rest of Asia firmed to their highest levels since last August.

Positive retail sales and earnings data from the United States—including from Intel Corp. and JP Morgan Chase & Co.—which had pushed the Dow Jones above 10,000 points on Wednesday for the first time in a year—set the scene for the Asian rally.

Growing confidence that the United States can fuel a global economic recovery encouraged investors to buy higher-yielding currencies, including the Australian and New Zealand dollars, which were additionally boosted by rising expectations for interest rate hikes.

The MSCI index of Asia Pacific stocks rocked outside Japan rose 1 percent to 413.34, its highest level since August last year.

The Thomson Reuters index of regional shares was up 0.3 percent.

Thailand missed out on the Asian share rally as its benchmark index climbed down 1 percent in a second day of heavy foreign selling on concern over the long-ill Thailand's health, despite official comments that he was improving.

Still, Thai stocks have rallied more than 50 percent this year.

Tokyo's Nikkei average rose 1.6 percent to 10,228.65, helped by auto-maker Honda Motor Co., which gained 1.4 percent and Sony Corp., which leapt 2.6 percent.

Shares in Hong Kong were up 0.9 percent and those in Shanghai increased 0.1 percent.

China drawn speculation that the country's accelerating economic rebound would evolve strong upward pressure on the yuan, saying soo-way ben on China's currency were diminishing. Reuters

Crude oil nears $76 on growth prospects

Thailand missed out on the Asian share rally as its benchmark index climbed down 1 percent in a second day of heavy foreign selling on concern over the long-ill Thailand's health, despite official comments that he was improving.

Still, Thai stocks have rallied more than 50 percent this year.

Tokyo's Nikkei average rose 1.6 percent to 10,228.65, helped by auto-maker Honda Motor Co., which gained 1.4 percent and Sony Corp., which leapt 2.6 percent.

Shares in Hong Kong were up 0.9 percent and those in Shanghai increased 0.1 percent.

China drawn speculation that the country's accelerating economic rebound would evolve strong upward pressure on the yuan, saying soo-way ben on China's currency were diminishing. Reuters

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Price controls: Blessing or curse?

By Ernesto M. Christian

LAST OCT. 13, AGRICULTURE SECretary Arthur Yap said he would not control the price of vegetables. At the same time, he lowered price controls on rice/basic necessities, such as sugar and eggs. Why the difference? Is price control a blessing or a curse?

Price Act

When I was (ET) undersecretary I was part of a team that helped formulate the Price Act (R.A. 7581) promulgated on June 15, 1992.

Section 2 of this law states: "It is the policy of the state to ensure the availability of basic necessities and prime commodities at reasonable prices at all times, without denying legitimate business a fair return of investment." We note that business is given the opportunity to have a fair return, or else the supply of good may just disappear.

The Price Act offers two options. The first is to control the supply of acts of price manipulation, such as hoarding and profiteering. The second is to impose economic or emergency price control, especially during calamities.

During a state of calamity, the law stipulates that: "Prices of basic necessities within an area shall automatically be frozen at their prevailing prices or based under economic price control." This automatic feature applies only to basic necessities defined in the law, including but not limited to rice, corn, bread, fish, meat, canned fish, coffee and sugar.

However, for prime commodities defined in the law including cement, coffee, garlic, school supplies, onions and steel rebar, price control is not automatic. It is expected that the DOF will first impose a price ceiling upon the recommendations of the implementing agencies or the Price Coordinating Council (PCC).

This differentiation is needed. Basic necessities, as one should be well aware, thus, economic. For prime commodities, time is given to the implementing agency or PCC to recommend the appropriate actions.

Since 1986, only the option of economic price control on basic necessities has been used. For prime commodities, the option used to catch profiteers was not price control but the Price Tag Law, which is substantially incorporated in the Price Act.

Blessing or curse

If properly implemented, price control can indeed be a blessing. It punishes profiteers who take advantage of scarcities, especially during a calamity. It also favors retailers from unjustly incriminating their prices because of the penalties imposed.

On the other hand, if the price ceiling is made too low, the retailer would rather not sell the product instead of losing money. The result is result worse. There would simply be no supply. In fact, therefore, it depends on determining the correct price ceiling.

Over the last few days, there have been complaints about the fairness of price ceilings for some agricultural and industrial goods. It was said that these ceilings were determined through the monitoring done by government personnel as the average price for the last three months.

Determining price ceilings

However, aside from the issue of whether the monitoring was properly done, the Price Act identifies that "average price" method as only one of three other price determination factors that "may be taken in consideration." The supply available in the market; the cost of the producer, manufacturer, distributor or seller ... and such other factors or conditions, which will aid in arriving at a just and reasonable price ceiling."

Because of the perceived urgency of imposing price ceiling on prime commodities, the required public hearings and dialogues with the private sector required in the Price Act's Implementing Rules and Regulations (IRRs) were not sufficiently done.

Therefore, some price ceilings turned out to be unreasonable, such as is purchase retail price ceiling, which was lower than its ex-plant price. On a product's price ceiling in the city made compulsory for a factory unreasonably, when transport costs are obviously different.

We commend those government agencies working to remove these price ceilings. We also support the announcement law workers that price control will no longer be implemented in the Visayas and Mindanao, where there is no serious calamity.

Price Tag Law

We recommend the supplementary measure of strict Price Tag Law implementation all over the country. This requires retailers to put price tags on all their products. This way, those who illegally overcharge high prices can be charged with profiteering, using a given suggested retail price but for a given area as a point of comparison. This also empowers the consumer to choose the most reasonable offer, which is a built-in market mechanism for retailers to lower their prices as they compete for the consumer's peso.

Given the spirit of the Price Act, we believe Secretary Yap used good judgment in supporting price control for sugar and eggs, but not for vegetables. The current can only be for either a blessing or a curse. But we should also implement the Price Tag Law, which is most often a blessing, and a curse only to profiteers.

The author is chair of Agri-watch, former secretary for presidential flagship projects and projects, and former undersecretary for agriculture, and trade and industry. for inquiries and suggestions, e-mail agriwatch@ymail.com or telefax (632) 8122172.)

COMMENTARY

Awarding of 12 hydro plant deals set

By Ally R. Ratio

THE DEPARTMENT OF ENERGY will soon award 12 service contracts for hydro power development projects, seven of which were applied for by Lopez-led First Gen Hydropower Corp.

Data from the DOE showed that First Gen Hydropower plans to put up in Batangas and Aguasan province seven hydro power projects with a combined capacity of 98 megawatts.

Its applications are currently under review.

Should First Gen pursue the projects, investments in these ventures may reach as much as $245 million or about P11.27 billion.

This is based on the general rule that a costs about $2.5 million to produce a megawatt of power from hydro resources.

Specifically, First Gen plans to put up the 30-MW Pagsanjan Hydro project in Alaminos, Aguasan del Sur and the 14-MW Caballasan River project in Caballasan, Aguasan del Norte.

The company also targets to put up its makiliran the 9-MW Dalakonan River project in Barangay and Libtong, 20-MW Tagulaw River project in Impasugong and Sumilao, 9-MW Cagayan River 1 project in Talakag and 10-MW Cagayan River 2 project in Talakag.

Meanwhile, the DOE is also considering awarding a service contract to Sarawak Technologies Corp., which plans to put up a 6.4-MW Bani Irrigation Discharge project in Bani, Consuelo Sur.

Another firm, Sinohydro, is interested in four service contract applications in Abra, Ifugao and Kalinga.

Al Garcia has a 1-MW 40-foot River project in Tabuan Sur, Tubo, Abra.

The company also has a 1-MW Ambayan Creek project in Eastern Barangay Sagada; 7-MW Chaplet-Ap Creek project in Barangay Gipsap and Lizan, Kabuchin Barlig; and another 1-MW Sandaogan project in Poblacion, Sadanga, all in Mt. Province.

'Hot money' ...

From page B1

Since inflow of foreign portfolio investments in the first nine months amounted to $4.7 billion, while gross outflow reached $4.46 billion, the BSP reported.

BSP Governor Amando Tetangco Jr. said investment opportunities in overseas markets may result as much as $200 million or about P11.27 billion.

"It could emerging markets like the Philippines would likely come a huge chunk of the foreign investment pie because of their perceived resiliency in the face of a global turmoil that shows several industrialized nations into recession.

Earlier, the BSP projected an inflow of hot money worth $600 million for the entire year. Latest is revised its forecast to a net inflow of $0 billion. Michelle F. Remo

Remittances ...

From page B1

the months ahead.

"In recent developments point to improving global economic conditions, is more favorable outlook for remittances through end 2009 is anticipated," Tetangco said.

He said agreements forged by the government with labor agencies to other countries also helped sustain the rise in deployment of Filipinos abroad. While countries in recession were laying off workers, abundant labor markets were demanding more Filipino workers.

Cash transfers from over nine million Filipinos working abroad are equivalent to nearly 10 percent of the country's economic output. With reports from AFP

Shares close higher

From page B1

rally as well," said Nestor Aguilla of DA Market Investors.

"Nine months after the threat of a great depression, investors are seeing a powerful recovery. There is a sight of relief," he said. AFP

Top traded Energy Development Corp. gained 2.08 percent to P6.90 while property titan Megaworld Corp. rose 3.61 percent to P1.72.

Philippine Long Distance Telephone Co. added 0.77 percent to P2,618. AFP

APOLOGY

MEGA IDEAL CYCLE CORPORATION, with principal address at 135 Magsaysay Ext. Dela Faustina Subdivision, San Bartolome, Novaliches, Quezon City and **HI TECH CYCLE SUPPLY**, with principal address at 120 Magallanes Street, Legaspi City, Albay, hereby offer their profound apology **MITSUKOSHI MOTORS PHILS., INC.**, for having engaged in selling **MK MAKOTO** spare parts and brake shoes for motorcycles without its consent.

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NATIONAL FOOD AUTHORITY
Corazon Layon Regional Office
Tacloban City

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID (RE-PUBLICATION)
Lease of Trucks and Service Vehicles
Project Reference No.: 2009-09-RAC-VO-09-01

The National Food Authority (NFA), Central Luzon Regional Office, Cabanatuan City, through its Corporate Operating Budget for CY 2009 intends to apply the sum of Fifteen Million Two Hundred Sixty Thousand Pesos Only (P 15,260,000.00) being the Approved Budget for the Contract (ABC) to purchase, under the Contract for the Lease of Trucks and Service Vehicles, the items described in procurement specifications in the attached price schedule of NFA Region III from November to December 2009.

The National Food Authority (NFA) invites bids from Eligible Bidders for the lease of trucks and service vehicles, broken or various lots as follows:

Lot#	Province	Type of Trucks/ Service Vehicle	Minimum Capacity Unit	Min. No. of Units Required	Rate/Day	ABC
I	Aurora	6 Wheeler Cargo Van	400 Bags/10 Ton 1 Tonner	1 1	₱5,000.00 ₱3,000.00	₱704,000.00
II	Bataan	6 Wheeler Cargo Van	400 Bags 1 Tonner	1 1	₱5,000.00 ₱3,000.00	₱704,000.00
III	Bulacan	10 Wheeler 6 Wheeler Cargo Van	600 Bags 400 Bags 1 Tonner	1 1 1	₱6,500.00 ₱5,000.00 ₱3,000.00	₱1,004,000.00
IV	Pampanga	10 Wheeler 6 Wheeler Cargo Van	600 Bags 400 Bags 1 Tonner	2 1 1	₱6,500.00 ₱5,000.00 ₱3,000.00	₱1,408,000.00
V	Nueva Ecija	10 Wheeler 6 Wheeler Cargo Van	600 Bags 400 Bags 1 Tonner	1 1 1	₱6,500.00 ₱5,000.00 ₱3,000.00	₱1,004,000.00
VI	Tarlac	6 Wheeler Cargo Van	400 Bags 1 Tonner	1 1	₱5,000.00 ₱3,000.00	₱704,000.00
		Total		15		₱5,280,000.00

The Authorized total cost of Lot I (25% of the total maximum number of trucks) The estimated Fund required for lease is 25 of Thousand (5 lot) lot.

The prospective contractor may bid for one or all lots, upon payment of a non-refundable application/bidding fee of P 1,000.00 and the complete submission of receipt of the following requirements:

1. Sworn statement that the prospective bidder/contractor is not being blacklisted for the last three (3) years from the effectivity date of legal personality with experience in **garbage (or legal) cargo** delivering services within the last 5 years;
2. Latest Certificate of Registration Certificate issued by SEC or Partnership or Cooperative;
3. Latest Certificate of Registration Certificate issued by BIR as Taxpayer or Cooperative.

Eligibility criteria includes, among others that the value of the prospective bidder's largest single contract adjusted to current prices using the consistent consumer price index, completed within the immediate years prior similar to the contract in detail, must be **at least fifty percent (50%) of the Approved Budget for the Contract (ABC) for each lot**

All prospective bidders found eligible shall be invited for the bidding which shall be conducted by the Bids and Awards Committee (BAC) of the NFA Region III in accordance with RA 9184 and its Implementing Rules and Regulations (IRR).

The bidding activities will be conducted at the NFA-CLRO, Cabanatuan City according to the following schedule:

Activities	Date/Time
1. Issuance of Application and Bid Documents	October 19-23, 2009
2. Pre-bidding Conference	October 21, 2009, 10:00AM
3. Submission and Opening of Bids	November 6, 2009, 10:00AM

Interested bidders may obtain further information from the National Food Authority, Region III and inspect the Bidding Documents at the address given below:

Name of Office: **National Food Authority**
Name of Officer: **ANGEL D. IMPERIAL, JR.**
Address: **Barangka Highway, Cabanatuan City**
Tel. No. 044-600-2525/044-600-1783
Fax No. 044-600-2501

The National Food Authority, Region III reserves the right to accept or reject any or all bids, to waive any defects or informalities therein/thereon, or to reject/cancel the bidding process at any time prior to contract award, without incurring any liability to the affected bidder(s) and to declare failure of bidding.

Date: **ANGEL D. IMPERIAL, JR.**
Regional Manager
BAC Chairperson

LIFESTYLE Fashion & Beauty

Lito Theins Sioson San Juan

Contributing Editors
Agnes Alamis Badlisani
Jenni Espenueta
and Rita Fruto-Inso-Prieto

Philippine Fashion Week sets its 12th season despite retail gloom

By Margie C. Enriquez
Lifestyle Reporter

WHILE THE NEWS DEPICTS a grim picture of the typhoons' social and economic impact, Philippine Fashion Week (PFW) will continue its 12th season on Oct. 21. Far from apathetic, its icons not only challenges but also serves as an antidote to the retail gloom.

The shoe industry was the worst hit in the fashion world as most of the factories were ravaged by the deluge in Marikina. Designers have been luring shoes made in Marikina for their fashion collections. One of PFW's battle cry is promoting Pinoy shoes, GM's label. It's not just because GM (group of companies to the major sponsor and that the 14-day event will be held at the SMX Convention Center.

"If we promote Filipino shoes, which are made in Marikina, we will be able to help them. They will pick up the business. Taking pity is a knee-jerk reaction to her. I'm concerned. Some sectors may have been badly affected. On the other hand, if we don't go on, what will happen to the businesses that have benefited from Fashion Week? Being phony is not what we're all about. We're about setting trends and making fortunes," says Audi Espino, PFW's executive producer.

His brother, producer-director Joey Espino, relates that the height of the crash of Wall Street and the $65 billion Madoff scandal that nearly paralyzed total in Manhattan, New York Fashion Week went on. "They were not presenting clothes for customers or entertainment. The fashion line was business. The mass-concern was how to jumpstart the economy. It can only happen if people are buying and selling. The mother should be moving. You can turn down the proclamation, but not stop the activity. If you stop promotions and presentations, the more people won't buy because there's nothing new to buy. You should be seen as a economy."

Joey points out that in the past two seasons, Filipinos has been purchasing fashion forward styles. GM is poised to re-

PHILIPPINE DAILY INQUIRER (2)

JOEY Espino

AUDI Espino

HOT INTO the popular Tikoloc Wine Cellar's Tito Frits, Stephanie with her mom, Pilipas Foundation's president Vicky Zubiri, and Ana Garcia Zubiri of the re-licensed Oriental Merchants

JESHER Delgaco with Kris Lerner, Antonio Rosano and Jonathan Crespi

KIT ZUBIRI, with Samantha and her mom Shermila Hinanay, Ina Ayala and Mandy Taboada

Stephanie Zubiri launches her Modern Epicurean Kitchen

GANG of three in Manis schemers. Iora Philippines finance manager Arabelle Cuizon, part-owner Christopher Co-Unjieng and operations manager Phoenix Garcia

MY ADORABLE, talented goddaughter Stephanie Zubiri has officially turned her new kitchen into a company outing, go. And I'm not just talking about the kitchen at home where she normally works wonders, but also about her own concept, The Modern Epicurean Kitchen, a catering, events, lifestyle and consultancy firm that was helped built by her brother Manuel Zubiri and Archie Rodriguez, both of the Global Restaurant Concepts Inc., darlings.

WITHOUT BATTING AN EYELASH

Mauricio Arcache

Photos by Rhea Tara Hagon using YSL Paris Solstice

Tikoloc Wine Cellar in Salud Street was where Modern Epicurean Kitchen was launched in the presence of personalities from different sectors of our society. The event featured an absolutely scrumptious and divine variety of Stephanie's tapenade recipes, free flowing wines courtesy of Tikoloc and special truffle based concoctions from Sebastian. The super Dreamy Meatballs also showcased its to-die-for goodness that I want page you, pabanggan. They also ruffled off bottles of extra virgin oil and vinaigrette. The wine dinner for a great cause as we were supposed to share donations for the victims of Tropical Storm "Ondoy," through the Red Cross.

Bravo to Stephanie for such a brilliant epicurean concept. Modern Epicurean Kitchen *(0917 8XKITCH, e-mail mail@themodernepicurean.blogspot.com, you're welcome)* will no doubt go a long way, pabanggan.

Iora Philippines launch

The head designer of Singapore-based popular retail brand here is talented Aspasia Kiafa, who dresses up women with classic apparel and accessories that never go out of style.

Iora Philippines owner and operations manager, super Bhenedict Garcia, with partowner, cyber-smart Eleanor Domingo Arambulo Cuizon, treated us to a yummy, sumptuous lunch. The women were absolutely fascinated with the latest awesome 2009 Fall/Winter collection during the fashion show, darlings.

Arabelle told us: "Our designs are in between trendy and classic, which ensures long term use, with bolts and bags making a fashion statement for the season."

Iora dresses are perfect for the coming holiday season, pabanggan, because they are feminine and pleasing. For the glittery season, darlings, where beads and studs are more popular than ever, Iora showcased decorative details sprinkled on knitwear and jackets in moody shades, attracting modern glances.

Special guests at the special event included last minute dropouts Singapore CEO Leng Sun Ng; head designer Joyce Koh and marketing manager Tuan Lily Eva.

Iora boutiques are located at Glorietta, Trinoma, Robinson's Galleria, Robinson's Shangri-La Department Store, SM Mall of Asia, SM Megamall, Libis Dalter Store, Ayala Center Cebu, SM Cebu and soon at Marquee Mall in Pampanga.

Citi owie promos

It was one of the most enjoyable lunches I have attended in ages, pabanggan, when we were invited to that awesome, world-class Japanese restaurant Umu at the renowned Hotel Okura Manila. Citi launched many promos that offer cardholders gourmet discounts, even previews in exclusive venue and tons of instant rewards, darlings.

Raising a toast to these cool new deals were the gang of three country head of Citi country officer for the Philippines, brilliant Sanjiv Vohra, its boss, cards business director, mega-smart Ben Tan; and customer franchise director and consumer electronics head, fashion plate Cecille Bonnevie.

One of the two promotions will give new Citi cardholders a zero-percent installment plan over 24 months, and an irresistible lineup of steal-item gadgets at discounted prices. You can buy a Samsung flat SS350 mobile phone for P715 a month; Canon Powershot S10 digital camera for P1,950 monthly; and Dell Vostro A840 laptop for only P1,900 a month.

To give a taste of what Citi cardholders could expect from the exciting promos, Citi and Canon Philippines gave away raffle items such as Canon G10 digicams, Canon DC210 video cam and Dell Studio laptops. Not bad, huh? It was totally a treat to the best deals in town, di bala, pabanggan?

THE GANG of four, gorgeous, young achievers behind the Modern Epicurean Kitchen: Owner and chairer PR whiz Debbie Garcia with gorgeous partner Alexandra Perez Rubio and talented gifted chef Stephanie Zubiri with partner Magalie Palmares

LOVERS Sergio Rumbold Benitez and Eddie Joyce Garcia

ROCIO Otiso and Mikaela Lagdameo-Martinez

MANUEL Zubiri and Jenina Rodriguez

SUNSHINE de Leon and Pierre Bote

IORA Cebu partners Emily Ig, Rebecca Ang and Julie Tio

ALL WEARING Iora are Christine Jarcia Sandoja, Kevin Penaloza and Stephanie Kinda

CAMILLE Villar, Iora Philippines owner and operations manager Monette Garcia, and Camille Muñoz

CITIBEAUTIES Arlene Magtira, AVP-cards; Marilou Ajoc, AVP for cards business; Miguel Tobias, AVP-card acquisitions; and Nic Mangio, VP for cards

IORA introduces its collection from all the runways

SANJIV Vohra, brilliant country head and Citi country officer for the Philippines, and mega-smart Ben Tan, cards business director

CECILLE Fonacier, Citi consumer albularyo head

GORGEOUS and articulate Patricia Hizon, esprit crosse of the event

JOCELAND Asuncion, Citi VP for public relations and communications

TOM YAP with Tina Panimanua and Thai Airways DM Nhut Chonkaruhut

HOTSHOT Canon executives Agnes Fernando, assistant director of consumer imaging and information division, and Rosalina Amacha Sarmiento, product superviser for Digital Camera, Video and Selphy

Philippine Fashion Week sets its 12th season despite retail gloom

From page B1

launch Furtuna's image. Despite damages in Marikina factories, shoemakers have been trying to get back on their feet and orders were slowly being delivered to the store.

"The showpieces and their suppliers are part of the fashion business. If we could create a demand for those shoes, the economy would do better. We shouldn't wallow in victims. We have to move forward, find solutions and create to be able to sell. Through sales, money will circulate and it will be for the good of everyone," says Jose.

More solo shows

Business is PFW's raison d'etre. For one, **Ud says PFW as a retailer is made here with** their mother. With PFW at MOA, it could help revive SM's image as the trend setter and boost Mall of Asia as the country's premier destination mall.

Before PFW, designers were oriented on the Top 10 brands in the world and their own collections should match their standards.

"The aesthetic of designers have evolved. In our time, they tried to outdo each other by going flamboyant. Now the glamour has contracted. The new generation wants to preserve themselves that they could design something people could really wear. Half of the challenge is that they don't compromise their creativity," says Audi.

As proof, in last season's PFW, more than 60 percent of the 100 participating designers reported that most of their collections were snapped up. Lesly Stephenson-Cohen sold 80 percent of her collection a day after her show. Other designers had repeat orders. The Filipino environment that Filipinos are willing to pay for quality.

This season there are 77 participating designers, but many of them have taken the challenge of showing a collection (14 designers with a 45-piece collection) and 10 with a 50-piece collection) instead of the 10-piece duty as part of a group showcase ways designers and retailers are realizing that runway shows establish an emotional tie between fashion and the consumer. They are aiming to improve their concept to engage customers or make them appreciate that their purchase was worthwhile. This is the new commerce in fashion. He adds that through PFW, consumers not only become educated on design aesthetics, they also begin to understand the quality in value and workmanship of the apparel.

PFW has always been focused on ethical issues, in keeping with green fashion, the **Fiber Industry Development Authority** (Fida), an agency of the Department of Agriculture, is supporting PFW by organizing the country's top eight weavers to produce organic, handmade fabrics for the designers.

"The main problem is that farmers are not planting much of the plants needed to produce the fabrics because there is no demand. There has to be an awareness that indigenous fabrics are in fashion," says Joey. He cites that Calvin Klein used the pina, woven in Aklan, in a previous collection. Fashion columnist Rosy Mendoza reported the Princess Rizzolo museum in Italy held an exhibition on contemporary pieces called "Green Platforms," which featured the label Abaga. It made its season using natural water repellent developed from plant fiber from the Philippines.

"Aside from giving Pida our feedback on the materials, we aim to popularize these fabrics by running them into fashionable and wearable clothes," says Joey. PFW coincides with a conference on the International Year of the Fiber. Thirty-one foreign delegates will witness how fiber and other plant fibers are translated into exhibit fashion.

Creative depot

On the talent side, the Fashion city PFW alumni **Inang Pineda** for menswear and **Rama Jimenez** for high fashion as the designers to watch. Local brands **are also tapping designers to style or create** gender collections for them. For instance, Rustil Ramirez, a PFW veteran, is creating a limited edition for Penshoppe. Pinoche will also be styling for Oh Hey!.

"People are starting to trust Filipino designers again. That's what we've been working hard for. We hope our local brands will be accepted abroad in the same way as Bangkok clothes, exported with the same label and tag," says Joey.

"The world should see the Philippines as a creative depot. We've had the likes of Michael Cinco, who showed his season. He is big in the Middle East. His collection is par with Badgley Mischka's," says Audi.

Adds Joey: "Our aim is to educate Filipinos on how to be fashionable at price points they are afford. We want to make them aware of the trends that could make our country more fashion savvy. He shouldn't deprive them of information. Philippine Fashion Week should showcase these ideas so people would feel good and look good."

Singapore Airlines Exceptional All-In Fares to Europe under US$900

Now, you can fly in style in selected SIA destinations in Europe for less than US$900 – and that's round-trip from Manila. Popular routes are **Milan US$828**, Amsterdam or Frankfurt **US$868**, Paris or London **US$898** and **US$899** respectively in addition, you don't spend more for your meals as fine dining are all inclusive. Fares have never been a better time to take your family along for a White Christmas holiday.

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Take note, this special promotion is valid only when you purchase your ticket from October 12 to 31, 2009. Travel out of Manila should start before December 13, 2009 and return must be within January 07, 2010 to March 28, 2010. Tickets are on Economy Class and inclusive of the exceptional discounts offered, tickets are non-refundable and not eligible for mileage accrual, nor can be utilized in conjunction with upgrade awards and are non-exchangeable to other airlines. However, dates of travel can be changed subject to applicable fees.

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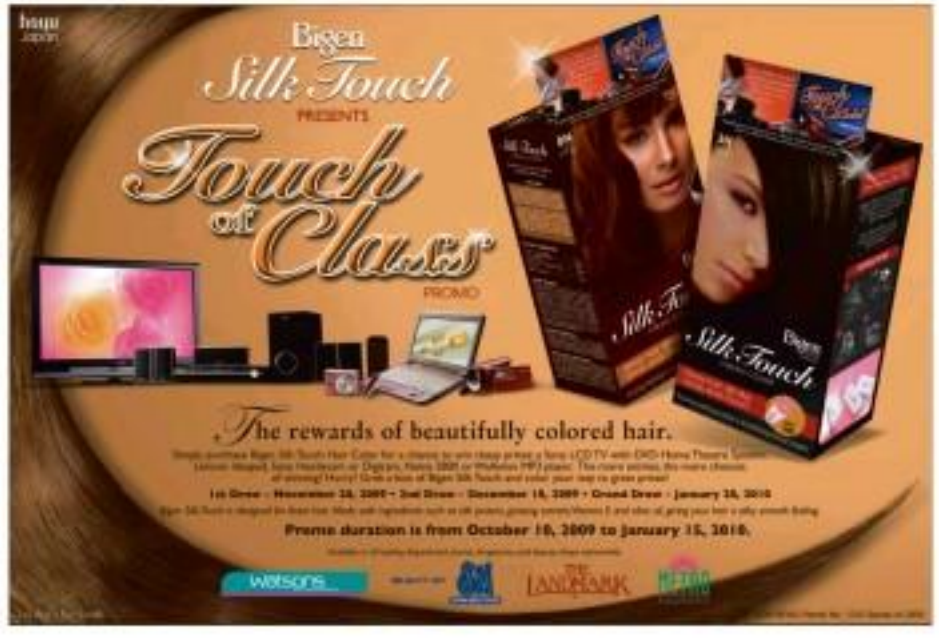

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Sassa Jimenez's funky, glam collection

SASSA JIMENEZ'S NEW COLLECTION IS dubbed Club Glam. The collection highlights the '80s—the period when pop music, glam metal, hard rock and New Wave rose to fame and synthesizers, keyboards and saxophones were prominent musical elements in many songs.

Jimenez describes Club Glam in three words: glitz, glamour and sparkle. Made for today's partygirlies, the designs from this collection are mainly from snakeskin and metallics and boast mid-classic '80s-all-however like bold shoulders and peplums. She also references the clubbing scene by using the principal colors of the trademark disco ball in neon hues in any chalk: electric blue, gray and black.

The result is a funky, attractive and glamorous collection of designs that subtly hints at your fashion-followers while still predominantly featuring the top trends of today. Jimenez has long had a penchant for the '80s, and it is in this collection that she expresses it.

"I literally grew up in the '80s, but I was never able to fully appreciate it because I was too young. Now, I can look back on it and see it from a different perspective—and I believe there were a lot of great things that happened during that period," she explains.

Jimenez's show in Philippine Fashion Week is set on Oct. 25, 7:30 p.m. at SMX Convention Center Function Room 6.

Kenneth Cobonpue, Royal Pineda and Budji Layug will redefine the standard of living in Makati.

Welcome to Signa Designer Residences. The ultimate location in Makati. Set to rise at the premier Salcedo Village, it will redefine urban living by blending modern architecture with nature to deliver a green urban condominium in Makati City. From designer phones to designer cars, and now a designer residence. Signa is a collaboration among Kenneth Cobonpue, Royal Pineda and Budji Layug, three of the most notable names in design, making it the first and only designer branded residence in the country. Signa's design and amenities are beautifully modern, thoroughly organic and tropical that reflect the three designers' philosophies. The Signa Designer Residences is from Luzuriaa Portfolio, the premium property brand of Robinsons Land Corporation. Signa Designer Residences. The new standard of living.

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LIFESTYLE Fashion&Beauty

PHILIP Rodriguez

Philip Rodriguez tweaks the manton de Manila

"I LIKE TO THINK OF IT AS TRADING up some creativity," Philip Rodriguez said of his homage to the mantón de Manila.

Once a coveted status symbol among stylish Spanish women at the height of the Manila-Acapulco galleon trade, the mantón de Manila is getting a 21st-century makeover from this petite designer.

The Philippine Islands were an obligatory port of call for galleons loaded with precious cargos of Oriental products, which came via Mexico to dock in Seville's port. Known as the galleon trade, these galleons brought goods from China to Europe through the Philippines. Among these in demand items were silk shawls which were to become in Europe as the mantones de Manila. These were both silk shawls with embroidered motifs such as flowers, symbolic icons and animals.

The mantón became an instant hit that Seville women made the Manila silk shawl their own. It was adopted and adapted by Spain as part of its national costume for dance and theater.

Fast-forward to modernity. Its elegant reinterprets the mantón, an expression rooted in the past but given a contemporary twist. He gives it new life and relevance, through the use of georgette, stretch tulle, pina cocoon, a pineapple-organza blend, lace, and floral embroidery appliqués, fringes and ruffles, which comprise his Spring 2010 collection.

The collection presents a palette of vivid and lush colors, in yellow, orange and red set in black, with obvious Latin leanings.

"I'm not just making fashion," he deigns answered. "I am presenting lifestyle heavily injected with tradition."

Neophyte watch brand talks big

By Cheche V. Ploso

IT DOESN'T HAVE THE HERITAGE OF Vacheron Constantin, the opulence of Patek Philippe or the renown of Rolex. But no matter, it seems, since for TW Steel, size really does matter.

Europe's fast-growing watch brand, launched only three years ago, is enjoying its growing popularity in some 50 countries, seemingly for "not pretending to be anything else," according to its chief commercial officer, Stewart Bate.

"I think it's the secret of its success," said Bate, who accompanied TW Steel CEO Jordy Cobelens to the brand's Manila launch. Luxury jewelers introduced the brand to the country last year. "It's individual and it makes a statement."

TW STEEL watch

Bate refers to TW Steel's (or The Watch in Steel) look: distinctly oversized at 47 to 50 mm case diameters.

Three years ago, Jordy Cobelens, then only in his early 30s, hit on the idea of creating "big, good looking and affordable" watches that he felt were missing in the market. His dad, Jos Cobelens, is a watch merchant and designer, owning timepieces in the Netherlands for the European market.

"We invited 15 to the Dutch market and it was an immediate success," said the younger Cobelens, now 36. "They everybody wanted to carry it in their stores."

TW Steel is careful about categorizing the brand. It's a lifestyle watch, Bate said. "Price-wise, it competes with fashion brands," said Cobelens. "But in looks, it competes with luxury brands. It's its own brand. It doesn't try to be Rolex or Omega."

Retailing from P18,000 to P90,000, though a bit more at the price tag of, say, a Hublot, TW Steel isn't exactly a cheap watch. But "for what you're getting, it's a reasonable price, as it's good value," says its CEO, who co-owns TW Steel with his brother. Their dad still designs the line, now with some 90 styles in play.

TW Steel has adapted itself with the ALIP Pirelli Cup of Motorsport as the official timekeeper for 2009-10, but the watch executives maintain the brand is seen by both men and women. "Both my dad and my wife wear it," Bate said. The men's built to survive or find the woods also comfortably on the wrist.

TW Steel is designed in Europe, its parts of its made there, but are assembled in other countries. The movements are Japanese. Its cases are either of stainless steel or PVD plated in yellow gold, rose gold or black. Some styles have chronograph movements.

Following the downturn, "there has been a move in the buying platforms," Cobelens said. "The audience buying $1,000-$4,000 watches still buy, but they won't spend that much anymore, though they will want that same feeling." In this case, he'd read has largely benefited, he added. "There were retailers in Europe in December of the Top 10 brands [not affected] by the crunch and TW Steel emerged No. 1."

Asia is a key focus for TW Steel's "massive expansion" in 2009. By middle of next year, it aims to put up at least five concept stores in the region. In the Philippines, it's available at Lane 1a, Divisoria, Strike Gear, Whirlpool and others.

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Montblanc Classics

Dennis Lustico's new collection, fusion of fluidity and texture

IF THERE WAS ANY DESIGNER who "had me at hello" so to speak, it's Dennis Lustico. He's a master of the yin and yang of fashion—fascinating elegance with endlessly serene and sophisticated.

What's more, it's easy to discern the heart and soul in his creations that are both modern and timeless.

What I love most about his designs are the graphic elements combined with a soft, feminine silhouette. Most importantly, his beautiful clothes are very wearable. Sexy and practical, his outfits are worth-a-real moment.

Dennis is set to unveil his latest collection, dubbed as a "fusion of fluidity and texture" in his very first solo show titled "Lustico: A Bolinao Provocation." The show will be held on Oct 17, 7 p.m. at the Raul Rabanes of Makati Shangri-La Hotel. The show signifies Lustico's graduation into the elite circle of the country's most sought-after fashion designers.

Some of the country's top fashion stars and society's trendsetters are expected to grace the occasion.

A little exclusivity is in order—I was able to get a sneak peak of his latest exquisite collection at his studio. Expect a play with textures. He uses a lot of mesh materials, organic fabrics that are double lined and twisted, and beadwork. And of course, he incorporates his trademark of graphic piping with an impressable finish. The essence of Dennis' style is in his geometric details in soft canvas. Also, what's new to look forward to: Sequence pieces such as shirts, trousers, jackets and beaded tops that are one and the to-mix and match.

For his latest collection, Dennis shares that he was inspired by his fascination with period films. "The Legionnaire" collection will then showcase an interesting fusion of contrasting elements that display his impeccable style and affinity for dramatic depiction. That drama is reflected in Dennis' sophisticated palette of ivory and black, with accents of lime, electric blue, salmon, silver, gunmetal gray, champagne and polished gold.

"I like the ritual of dressing up, the glamour of occasion during the olden times," he says. He cites the sense of elegance and perfection of the French legionnaire, that even in war, the French put thought and effort in dressing up before the battle. "With this collection, I want to send the message across that women can still look feminine and sexy even in more-inspired clothing," explained Lustico.

Call it fights of luxury—I believe it is a compelling and relevant perspective considering our current crunching atmosphere. As proof of this "buzz" behind the hottle, the event will benefit the Philippine National Red Cross Head Chapter, the Assumption High School Class 1981 Foundation and the Tanging Yaman Foundation. The fashion show is a joint project of some of Lustico's loyal illustrious clientele, such as TV personality and PCE society columnist Yenn Prieto-Wolfe and Taguig City's First Lady Kaye Tinga.

"The Legionnaire is the ultimate representation of my evolution as a designer," he shares.

I daresay that more than just an evolution, it will be a fashion revolution for his loyal fans as well.

E-mail the author at fashion@inquirer.com.ph. Visit www.jennipperson.com and follow me on twitter.com/jennipperson

Jenni J. Epperson

Mabuhay!

Fashion fund-raising gala for flood victims

By Lucy Lorico
Contributor

"WHAT AN INCREDIBLE outpouring of support! [From] the country's top fashion designers. Imagine... over 200 have pledged support for our Fashion for a Cause fund-raising gala set Oct. 26 at the PICC Plenary Hall at 8 p.m.," gushed then Fashion Czarina Ruffa Gutierrez. And why not. For this local fashion industry, when the going gets tough, the tough go fundraising.

Instead of tickets, invitations are available and will allow the bearer to give donations where they are the most. The proceeds will go directly to Rose Henal's Red Cross Blood Service Commission that will give much-needed funding for "Ondoy" and "Pepeng" victims who have suffered beyond belief.

The participating fashion designers, too many to mention, will be [illegible] by consultants who belong to special associations. These are the Young Designers Guild, Fashion Designers of the Philippines, Fashion Designer Council of the Philippines, United Fashion Philippines, Maestros Maestras Designers Group, Quezon City Fashion Designers Association and Premier Cebu Fashion Designers. Each designer will present his best casual, cocktail or formal attire as voluntees Jesus Zaphon Ourida and Leo Martinez encourage and introduce each name. Volunteers models, guest movie stars and crowded beauty queens will surely make this event an evening to remember and be proud of.

The Bride of this concert-on-a-life-time Indicia extravaganza will be the Hall of Fame senior designers including Pitoy Moreno, Auero Alonzo, Auggie Cordero, Inno Sotto, Hail Hada, Cesar Gaupo, Boyet Villaviencio, Lorenzo, Steve de Leon, Emilio Fernez, Mike de la Rosa, Gregg Cortez, Jinjo Reyes, Joey Samson, Renee Salud and of course, Ming Ilen Parreño, who is spearheading this show with BFF and events chairperson Mellie Alonzo who will underwrite the affair. Hot talent on Jun Jun Alonzo will design the stage and [illegible] costumes. Invitations are available at Parrales' Makati shop (tel. 8817606848/1/521621/ 2266285).

The top fashion directors will take turns in doing segments of the show featuring the special groups and independent creations. Open Arms is overall director, assisted by the talented Joey Espino, Bobbie Cristobal, Ariel Lacuda, Raymund Hilamoura and Jerbie Aquino. Publicity and promotions are provided by Bling Louie Cruz.

Indulge in the world of fashion at the Mega Atrium

Good news to all fashionistas and fashion lovers out there. Starting today, SM Megamall is holding an exciting mall-wide three-day sale, an event where you will surely enjoy many items at great discounts.

So what are you waiting for? Time to examine your wardrobe for a needed upgrade and dash to the Mega Atrium, SM Megamall's fabulous fashion shop.

Get the latest and trendiest fashion products on sale at the Mega Atrium, where the most exciting brands from the fashion capitals of the world converge. From the runways of New York, the streets of San Francisco, the boutiques of Paris and London, and trendsetting Asian capitals, the stores here offer a global mix great for style and affordability.

French brand **La Maroquinerie** offers premium women handbags and other leather products. Product highlight: lgee sportswear-styling bag and pouch in bumblebee yellow color. 3F, Mega Atrium, 706-0404

You guessed it right, **Zoo York** is a retail fashion brand that originates from New York. Targeting the youth market, Zoo York products are heavily influenced by skateboarding and graffiti art. Cool finds include this Blondie skate shoes for girls.

American brand **GAP** is one of the world's specialty retailers. Wardrobe essentials include this purple long sleeve flannel shirt paired with white tee and black pants. 2F, Mega Atrium

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Fred Perry is famous for its sports shirts and casual shoes. This winter red trench coat will make any woman feel chic and trendy. 3L, Mega Atrium, 371-0208

Canadian-based retailer **ALDO** always keeps you in the pulse of fashion. Finds include this trendy pair of black heels platforms and formal leather shoes for men. 3F, Mega Atrium, 1065473

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French brand **Promod** is a woman-only boutique dedicated to production and retailing of women's ready-to-wear. Mix and match: long knit cardigan, frilly dress and camisole in-bag in charcoal grey. 2L, Mega Atrium, 656-7461

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Zooming in on Bongbong

FERDINAND "Bongbong" Marcos Jr.

FERDINAND "BONGBONG" R. MARCOS JR., representative, 2nd district of Ilocos Norte, 52 years old. Born on Sept. 13, 1957. Birth sign is Virgo. Married to Liza Araneta. Has three kids: Sandro, Simon and Vincent, all studying at Worth Abbey, Sussex, England.

Up close. Congressman Marcos looks quite young for his age. I never would've guessed he was over 50. I must confess to envy what "beauty secrets" a politician, husband and father could share with us. Here goes:

What beauty products do you use?

Sunblock only when I'm going to be outdoor for the sun. I'm not really that vain, the my face, though, I use the charcoal soap made by Lush. I feel it cleans the face well.

What scent do you use?

I have many scents. It depends on what I'm doing. Generally, I use Dior, Ralph Lauren Polo.

Favorite color?

Me. I just shower a lot, two to three times. It depends if I go to the gym.

Are you a legs, chest or butt guy?

Legs. Only Americans are interested in big breasts. And you can't have a good body without good legs.

Do you work out?

Four or five times a week. Cardio for half an hour and weights for 20 minutes.

Guilty indulgence?

Massage, once or twice a month.

What attracts you to women?

Eyes.

Who has the most beautiful eyes?

My wife.

Celebrity?

Audrey Hepburn. I have been a Hepburn fan from the moment I saw her in "Roman Holiday." For me, she will always be the epitome of grace and charm.

Who do you remember always and why?

I guess that would be Margaux Fontaine. Not many people know this but Ms Fontaine is a very good friend of my mom. When my mom stayed in New York (post-1986), she would always visit and have dinner with us. She was a lot older then, but still, you could see that her elegance came from within.

Hair (length, texture, etc)?

Straight. I have a preference for straight hair, generally because I think I'm flyin' I think it's no Oriental thing.

Nail polish color?

Yes. Like nail polish. Red is always a classic. It's nice because it looks dressed-up, neat and finished.

What beauty secret has your mom

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Ria Francisco-Prieto

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Easy ways to get thicker, shinier hair

WE ALL WANT THICK AND shiny hair. But most of the time, it seems like an impossible feat even if we have a plethora of products and treatments at our disposal. We know all too well that nothing these cost-effective products that work. Even the ones that don't ruin be both time-consuming and expensive, and trying out every other treatment out there can all mostly damage our hair. Hairstyling need not be complicated, as hair experts spill their styling secrets and reveal which products will really work for your hair.

Kelly Hilao, Hello of the trade

For volume and thickness:

Get some layers. The right haircut can give limp hair some much-needed volume and body. Adding layers around the face and to the back ensures texture and movement. "Long side swept bangs also look good on all face shapes and work especially well with thin hair," says L'Oreal Professionnel hairstylist Jerry Javier.

Add color and highlights. Trying out a lighter hair color will make your strands look thicker while putting in some subtle highlights will give your hair texture. "High-lights (and low-lights) are one of the coloring techniques that, when done correctly, can enhance the cut and style of the hair, but also improve one's skin tone," explains Ali Tengayen, salon manager of Beth Jay Beauty Lab.

Use lotions or rollers. To give hair lots of volume, wrap one-inch sections of hair around each roller, following the direction of its growth. Leave them on for at least 15-20 minutes. Then, use a hair dryer through each roller, making sure it's used in high heat. After taking out the rollers, mist hair with a light hairspray.

Apply mousse. Run blow-dry. Give hair some lift by applying mousse while hair is slightly wet, then run sections of hair through a dryer. "It's the posture to emphasize volume at the roots," says hairstylist Jhay-Jhay Santiago. You can do this by pulling hair upward when drying.

Texturize shine.

Say NO to alcohol. Alcohol-based products can seriously dry your hair, making it look dull and lifeless. Using shine-enhancing products in creams or serums can prevent damage, and switching to silicone-based products can help protect hair.

Wash the right way. Most hairstylists recommend limiting shampoos to every other day. The shampoo strips hair of its natural oils, which eventually give your tresses its luster and shine. If you can't go through a day without a shampoo, "wash hair in the morning," says stylist/hairstylist Jeffrey Sun. "Your hair will produce oil as you sleep and it will coat each strand, making it look dirty in the morning."

Try a hair treatment. A hot oil treatment can bring back hair's moisture and shine. "To prevent hair from drying, I highly recommend hair treatments depending on the condition of the hair," says Tengayen. "For very dry hair, a once-a-week treatment will do; every two weeks for dry hair and once a month for normal hair."

Trim regularly. When, long or curly hair isn't trimmed, its ends usually look dry and damaged. This is because the ends are older and in need of more moisture. A trim every six to eight weeks should do the trick, as it takes out the hair's driest, most damaged part. Applying a shine serum to the ends helps lock its shine and prevents split ends.

[illegible]

Zooming in on Bongbong

From page E1

passed on to you?

Nothing in politics is spontaneous. It must be arranged, it must be done. It must be made to happen.

Retail is enviably wide?

The counterside is almost perfect, I think. You can't improve on anyone. I'd like to see cleaner edges, though.

What makes a woman beautiful?

There are several levels. The first thing, of course, is the physical appearance, but after that, it's something you see behind the eyes. The charm. Intelligence. Interest.

What is yours?

Sense of humor and a good heart.

What famous? Lyna Onad?

Wearing

Are you for plastic surgery?

Yes, if it makes the person feel very much like all Filipinos. I have a bit of a butt fetish. And also, when you look at the fingers of a girl, you can tell what her legs look like.

Have?

My dad. Because he epitomized all the family qualities—courage, strength, industry—and at the same time, he was compassionate.

Favorite color?

Blue.

Heels, rubber shoes, flats?

Flats [flats, but] not so high because I'm out on [all]. And it looks like torture.

What makes your mom beautiful?

I think it's her inner energy. It comes from within.

If you were OK, who would you find pretty?

My girlfriend Isabel Daza. I think she's gorgeous.

FERRAGAMO'S Explorer for

homme. But not in extreme.

Biggest turn-off?

Unfaithfulness. Being mean

Hands or feet?

Five for fighting

By L.A. Cuming Lopez
Contributor

BEFORE YOU TAKE ANOTHER DIVOUS glance at Zac Efron, know that the twenty-something's perfectly tousled locks are untamed. And though you may be a few years (decades?) ahead of the lad, you can still salvage some of that glow with some grooming magic, stat.

Inasmuch as time is flowing, it is also evil. There is a misconception that aging is harsher on women while guys sail on by with an effortless and nonintrusion dignified look. But not every guy is as lucky as Sean Connery or George Clooney (the look at Rich Noble and you realize that men aren't always the golden exception to the rule. As a man gets older and his natural glow and youthfulness starts to wane, it is more important than ever to incorporate a daily and specialized skin routine. Luckily, there are fantastic products in the market targeted to every phase and change in the signs of aging to please that ever-more picky. From the delicate eyes around the eyes to dark spots on the face, here are five regimens that deserve the most attention, and some amazing products to improve the overall condition of your skin.

SEAN Connery

1. For Those Eyes Only. The area around the eye is often the first place that shows one's age. Pesky eyes are often characterized by shadowing, wrinkling and puffiness. You could opt to go the Jack Nicholson route and keep your sunnies on all day long, or you could try something more discreet like a non-greasy gel that visibly raises the eye region and firms it up while diminishing fine lines and dark circles. (Clinique Supplies For Men: Daily Eye Hydrator)

2. A Wrinkle in Time. As one gets older, skin loses its elasticity and begins to droop. The cumulative result is one looking tired and haggard. Combat sagging and wrinkling with a firming solution that can raise Your Esteem to tighten rolling down and uplift the skin. (Biotherm Men Facial Contour Perfect)

3. Good Hand, Look. From daily rappling on a cliff to the effort you put into a gym routine, our hands never really take break, and it will show for once with a vengeance. When not over youthful and healthy hands begin to show signs of wear and tear, so must cream and gentle repair, nurture and thus ribbit crepe paper) and lack lustre skin. But before you run to see, or squint till a finger, know that there's a simple and highly effective solution. Regular use of shea butter hand cream can go a long way in moisturizing and anti-aging. But to get the most specific results, Jack Black has a hand formula that effectively reduces age spots and improves texture and skin tone. (Clinique Shea Butter Hand Cream and Exfoliator HC Ultra Concentrate)

CLINIQUE Eye Cream

4. Hair Apparent. What fits Hawaii, Tod Dempsey and Patrick Stewart lack in hair, they make up for in confidence. Some men decide to go the path of the hair loss but for the vast majority the whole notion of hair loss can indeed prove to be panic-inducing and stress-enhancing. And while there is no actual hair generating wonder drug on the market (as proposed in the corporate espionage flick "Duplicity"), there are undoubtedly easy ways to keep your proud mane of hair thick, healthy and nourished. Opt for a natural energizing spray on scalp treatment that fights hair loss with the stimulation of lower hair production and a potent daily dose of energy, sexiness and hair building in-

MALIN + GOETZ Detox Face Wash

CLOCKWISE from Botter Hand Cream

gredients. (Alterna Spa Hair Treatment)

5. Under Peeling. As one gets older, the skin rejuvenation slows or and has a harder time shedding off extra and dead skin cells. This unnecessary pileup makes more room for the body to store and hold. It's a good weekly body scrub mask with all important ingredients like glycolic and hyaluronic acid to unclog pores, cleanse and help plump up one's face. Another great alternative? How about a glycolic peel with a dermatologist? It speeds up the shedding and makes the skin in its self-replacing process, giving rise to newer, younger and healthier skin cells. It's a quick procedure, lasting no more than 10 minutes, with some delicate scrubbing of the glycolic acid on your face. (Malin+Goetz Detox Face Wash)

L.A. Cuming Lopez is the Style Editor of Rogue Magazine.

Sharing the spotlight

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Skin-perfecting foundations

VISIONARIES OF BEAUTY CHANGE across time. Eyebrows are drink and bushy one month, then sparse, bleached and skinny next. The lips were once a sign of gentility, now coveted think lips were seen as cheap and common before.

One thing that remains constant, though, is the beauty ideal of facial skin. It has to be smooth, perfect, even-toned, free and blemish-free. Most of us will never achieve this in our lifetime no matter how many facials and treatments we go through.

The easiest way to fake it is via the right foundation formula and shade. Now that the weather is colder we aim for something less all-concealing and more hydrating.

Cream to powder: best for clear skin that is in decent shape. Imperfections are nothing more than slight uneven skin tone, fading spots, and slightly visible pores. They are very hydrating so they're great for those who have fine lines.

Try Shiseido Hydro Liquid Compact. It stand off as a compact cream, melts into the skin like liquid, then dries to a satin finish as it plumps out those fine lines and gives skin a dewy baby finish.

Liquid gel: Suits a wide variety of skin types, from normal to oily, oily and combination, as it is the easiest formula to incorporate treatments into.

Try Stay Three Mate (www.narscosmetics.com) for natural to oily skin that needs a polished look without the caking finish: matching foundations need to give us it colder weather.

It controls shine, brightens overall skintone and covers imperfections. The look is gave one sun stylished clean and fresh from the summer. The coverage is buildable so you can apply more on some areas without having the excess cramp up. My matches are Siberia and Deauville light shades with a neutral balance of yellow and pink undertones.

MAC Studio Sculpt comes in a creamy gel formulation that provides medium to heavy coverage, which is long-wearing and water-resistant so sweat won't budge this baby. Not for oily skin types.

Note: The shades tend to run darker than the other MAC foundations. I had to use an NC15 instead of my usual NC20. Make sure you test on your jaw line before purchasing.

Maybelline Clear Smooth Liquid Mineral has soothing properties great for sensitive skin.

The coverage is a revolutionary of a cross between Prescriptives' Virtual Skin and Vincent Foundations. It blends easily using one's fingers, the right shade blends right into skin with a seamless look and does not feel gummy or heavy at all. Glitter skin may need regular press powder application while very dry skin will need a good moisturizer or primer underneath.

NARS Stone Mate

SHISEIDO Hydro Liquid Compact

MAC Studio Sculpt

Compact powder

Women with oily skin in their youth will continue to have shine problems well into their 40s. Aside from shine-control this also provides extra long wearing coverage for acne scars, redness from allergy, dark circles, freckles/pigmentation and uneven uneven skin tone.

Try Bobbi Brown 2 in 1 Whitening Face Shader foundation with Vitamin E which contains UV protectant and skin brightening ingredients so it evens out your skintone while hiding imperfections and holding back shine.

They sell refills so it's a great money saver. But it only comes in three very light shades (nude, beige and tan) so it may be a challenge to find a matching shade for some.

Shiseido Age Defying 2-Way Foundation with Shiseiken has shades made for Asian women in mind, so they are yellow-based and easy to match.

When you use the sponge it comes with the applications, the coverage is a medium one, those who want lighter should invest in a powder finish, and those who want more coverage should use the sponge.

Applying with the sponge feels best for me as I am oily and I love the way it perfects my skintone and corrects. Also, the shades were too yellow for me I looked muddy so I don't get to wear them even if the texture and coverage were perfect.

E-mail the author at lifestyle@yahoo.com

Hair today, more tomorrow

The man behind the Manzanares Hair Restoration Center explains the whys and wherefores of hair transplant

By Bianca Caruncho
Contributor

"WHATEVER HAIR YOU CAN GROW, we can replicate in our office," says Dr. Frank Manzanares with a confident smile. It's easy to believe him: He has a full head of thick, healthy hair on his own head. But Dr. Manzanares, founder of the Manzanares Hair Restoration Center, is not merely referring to the usual balding problems that men are often besieged with when they hit middle age.

In fact, he considers himself a hair reconstruction expert for other less obvious areas, particularly for women. "The hair restoration I do is pretty unique. I don't do baldness or dermatological subsidence," says Manzanares. "We give results that are permanent ... forever, properly ... you're never going to have to worry about balding spots again."

He explains, "What we do at the Manzanares Hair Restoration Center is to get follicles from other areas—the back of your head, for instance...and transplant them to other areas that need them, such as the crown of your head or eyelashes."

Thus, it is impossible for completely bald men to have a shower at growing their hair again, as the transplants are dependent on the abundance of hair growing elsewhere on their scalp. But if, for instance, you severely have a bald spot on top and plenty of hair elsewhere, you can secure your crowning glory. Manzanares says, "As long as you have enough donor follicles [from other regions of your head], you will have hair again."

Of course, even with transplants, a lot of other factors figure in the bid to reclaim your hair. "I am fiber and formware a dentist, so I have to see the family history first," he points out. "Sure, if you're coming to me to have your bald spot fixed and I see your dad is completely bald, I never going to do it—you're going to end up with a tuft of hair on top of your head and that will look a lot worse."

The cases like that, I would just recommend getting a five-piece razor so they would shave off all their hair," he says candidly. "In my line of work, if I make a transplant, it's very visible...especially since my work is seen primarily in the face."

Eyelash repair

Even if you have a full head of hair, don't let overconfidence about surgical hair transplants just yet. Manzanares, who spent 20 years in the United States and trained with fervently lolls cosmetic surgeons, [he was part of a group that did pioneering work in hair transplants in the US] before working with the Jesh Medical Group and striking out on his own, admits that eyelashes and eyebrows are actually his forte. "A good number of the patients who come to us are there to repair damage caused by hair-related procedures, such as eyelash extensions and waxes."

However, Manzanares hastens to clarify that the damage incurred by eyelash extensions is not immediate, and is usually seen in people who wear them for extended periods of time. "I work on a lot of transgenders whose lashes fall out from the use of extensions," he says. "And they love it that they can still use false lashes afterwards, because they actually sit here before in their rooms, flutter, forget lashes."

That, he adds, unlike extensions, you don't have to worry about taking obsessive care of your new lashes. He points out that you can shower, take a swim, and rub your eyes—things you can't do with a fixed-on synthetic lash. (And, you can actually get away with lying on your pillow, which he's ever done if someone peers at them closely, they won't look fake.)

Manzanares makes full use of technology in order to get his message across to a greater number of people. His website, www.manzanareshairrestoration.com, details a clientele number of modern beauties who come for the demanding procedure, which is admittedly cheaper here than it is in other countries. "My stand is, if the situation affects your psyche and your well-being, get a transplant," he says. "It doesn't matter where that hair is. But keep in mind, once you do a hair transplant, you're committing yourself to it. That said, my patients have been everybody—a lot of them have been given new lives, just by the addition of a few strands of hair."

E-mail the author at biancacaruncho@yahoo.com

PART 2
THE BIG outlet SALE 2009
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The Elixir Miracle Multiplex White BB Cream functions as a makeup base, foundation, moisturiser and sun protection lotion all-in-one. Especially formulated with arbutin and lavender extracts, it gives skin radiant coverage, while effectively fading skin tone to reduce the appearance of fine lines and wrinkles. It also offers protection against harmful UVA and UVB rays and evens out skin tone.

Vanity Basket

Clarins mascara
Clarins introduces its Wonder Perfect Mascara for women who want spectacularly curled, long, thick lashes and lashes with volume. It claims to give women the movie-star look with its specially balanced fluid formula and a brush that separates and curls even the most difficult lashes. "It comes in black, brown and blue. Available at Rustan's.

Anti-aging cream
L'Occitane's Immortelle Precious Protection SPF 25 is an anti-aging day cream made from the essential oils of the organic immortelle plant. It has concentrated micro-capsules that stimulate collagen production and skin excess moisture that boosts cell renewal and protects from free radicals. It has mineral-based sunscreens and vitamin E. Its rich, smooth texture is an excellent makeup base. Available at Rustan's.

BODY CARE RANGE
From L'Occitane's Amande (Almond) Body Care range is the Amande Fine Concentrate, which moisturises skin that looks dry and tight in the warm weather. The Amande line has Milk Concentrate, Body Iced Pulpe, Delicious Soap, Shower Oil, Eau Gel, Delicious Tummy, Delicious Shape and Supple Skin Oil for specific skin concerns. Available at Rustan's.

FULLERLIFE SCENT
H Sport is a new fragrance with exciting ozonic for men and women to uplift the spirit even after a long tiring day. Exclusively distributed by Fullerlife Direct Selling Philippines, H Sport is a cool fragrance with citrus notes. For men, the citrus woody green scent rejuvenates. The citrus floral fruity feminine fragrance, meanwhile, allows women to radiate with freshness.

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TIENDESITAS

Paris Fashion Week—ruffled, transparent, color-sure and tongue-in-chic

DKNY by John Galliano

By Larry Lorilla
Contributor

WITH THE PUNDITRY worldwide overcome—unofficially over, this week's Paris Prêt-à-Porter rejoiced with unabashed abundance evident in every designer's show from then to Monsieur.

For two years, consumers held on to their money more tightly than a miser's fist, causing many fashion firms to go bankrupt. Many department store buyers forced designers from New York to Milan to produce uninspired boring staples, making chicness orchids their private indulgence.

Fashionistas stormed into Bangalore. A week ago, this all changed.

I'll risk a term to sum up the major design trend in the shows I saw: I call it *minimal maximalism*, the carefully edited balance of style and substance, omission and fixation.

Simplicity is war beauty when compared with current chaos of proportion, execution and decoration. French taste, after all, has defined elegance as the acme refusal of excess.

The lure of heroine designers for Spring 2010 was creating witty and ready-to-wear garments that were unstoppable, easily replicated yet with timeless youthful abandon. Clothes were often executed in fluoy see-through fabrics which seemed to wrap the models in clouds.

It was a real fashion moment that redefined modern romance in dressing. The result was delicately fabulous yet agelessly classic. The term *bon chic bon genre* was definitely reinvented to mark the first decade of the 21st century.

Way to go.

Three outstanding collections

Lanvin by Alber Elbaz—My muse and fat-ass King of Fashion is a shy, portly genius who, like the retired Valentino, knows exactly what women want and desire. Every number is refined yet historically structured, an epitaph of circular ruffles become sleeves sheer as silent.

His show was a bombardment of visual delight in color and silhouettes. An army of glamazons was garbed in an overkind of perfectly manipulated fabrics which were draped but away from the body, fully brushed and caped, each looking like a multicolor princess (romantic, curvy, cyclamen, violet), which made you want to twist and shout.

Not one necklace or shoe overpowering the total package of modern romantic dressing for the woman who is both cerebral and sensual.

Alexander McQueen—His modern collection was his new in-

MORE P2

Enjoy Instant Citi Rewards at Western
Why charge it all when you can Pay with Points?

By Annette S. Tayao

Has there ever been a time when you've been so excited to see an LED TV in the country. You've dreamed of it for months, and now it's within your reach. There's just one thing left to do – pay for it.

If you're a Citi cardholder, your choices are not limited to credit card. When you step up the counter, the cashier will ask: "Cash, card or points?"

No, points are not exactly a new currency, but it sure comes close. Citibank's Instant Citi Rewards program presents Pay with Points, the latest privilege for Citi cardholders. Tying up with Western Appliance Center, Citi clients can now use their rewards points to pay for up to 50% of any item in all of Western's 14 metro-wide branches.

Pay with Points

"Citi Rewards Points have now become a versatile currency all on its own, giving our cardholders not only a rewarding shopping experience but more importantly, helping them become smart shoppers by giving them more value for their money," said Ines Sin, Citibank's Cards Business Director.

"Usually, you can use your Rewards points to buy a specific item from the catalogue. Now, you're not constrained anymore to items in the catalogues. You can buy anything in Western stores and the whole store becomes your catalogue," said Citibank's Vice President for Cards Business Ric Mayuga.

Pay with Points is available to all cardholders of Citi Classic and Gold Visa and MasterCard, as well as Citi Platinum Visa.

"You can say that with this latest campaign, we are empowering our cardholders to choose their own rewards. It's the ultimate giving them the freedom to get their store of choice, and picking any item in that store as their reward from Citi," said Wahib Lim, Vice President for PR and Communications of Citibank.

Instant Rewards at Western

And with the onslaught of Typhoon "Ondoy," the Pay with Points campaign with Western is something many Citi clients will surely welcome.

Some 50 lifesaving Yolanda rescue, the recently-drowned items have been washing machines, refrigerators, and branch officer Lorna Adriano, as consumers try to replace their appliances ruined in the flood.

"Cardholders also like the audio/video merchandise, like LED TVs," she added.

Looking to replace your TV? Is it time to upgrade to a new cooking range? How about a new couch or dining set? Whether shopping for major or small appliances, Citi's Pay with Points lets you treat Western as your personal Citi Rewards catalog.

To take advantage of this promotion, which will run until April 30, 2010, cardholders can visit Western stores located in shopping centers such as Ever Commonwealth, Farmers' Plaza, Farmers' Annex, Fairview Mall, Grand Central, Megamall, Northwest Plaza, Sta. Lucia East Mall and Trinoma. Western also has free standing stores along Arnaiz Avenue in Makati, on Wilwood Street in Greenhills, on Taft Avenue in Pasay, and along C.M. Recto in Manila. Weekend screen offices in Intramuros along Morato Street in Quezon City.

Save as much as 50% when you pay with Citi Rewards Points

You can bring home this LED TV for half the price with Instant Citi Rewards.

Many Citi cardholders are paying with points for washing machines.

How can never have too many stereo fans – another top pick among Citi cardholders.

Pay with Points transforms the whole store into your personal Citi Rewards catalog. Use your Citi Rewards Points to pay for up to 50% of your purchases and charge the rest to your Citi card.

Save as much as 50%

Pay with Points gives Citi cardholders the option to pay for as much as 50% of their total purchases using Citi Rewards Points. The rest will be charged to their Citi card. "And that other half you charged to your Citi card will also earn Rewards Points," Mayuga pointed out. Every P100 charged to your Citi card will earn you one point.

Launched in May this year, Pay with Points was honored to department stores, toy stores even baby stores. In July, Citi introduced the campaign in major cinemas around Metro Manila as part of its ongoing Share the Reel Deals campaign.

Citibank is getting ready to roll out Pay with Points in various stores in the country, offering its more than a million cardholders the option to enjoy instant rewards when shopping for clothes, dining with families and friends, and more.

With Citi's Pay with Points feature, clients will definitely be enjoying instant gratification – all in one swipe. Citi rewards that come with owning the right credit card!

For more information, log on to www.citibank.com.ph or call the 24-hour CitiPhone at 840-8888.

Citi and Western officials at Western Trinoma (L-R) Western's Andrew Ong and Citi's Kamham Cervantes, Melissa Lopez and Ric Mayuga.

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Paris Fashion Week . . .

From page F1

wonder, the LBD or Little Printed Dress, dressed to eclipse the LBD (Satvoir. And why not., every lady needs that indispensible shift or tank dress she can slip into and forget about it.

McQueen's supreme innovation, though, was the classic foundation of a tailored mini dress, which incorporated architectural inflation of lavish dogging away from the body. With vibrant digitally printed colors (up to 50 shades in one garment), the effect was hard yet soft, rich yet simple.

Again, McQueen is king of the new trend that is minimal maximalism. Rich brocades or gauze, printed like Imperial Asian tapestry or with exotic underwater-animal patterns, had couture treatments.

Silky dresses were either flared or pouched, while others had bold bodices or dramatic coats over printed dresses.

Those working masterpieces were the most wearable, most innovative, and most unforgettable in Paris this week. Long live McQueen!

Chanel by Karl Lagerfeld—The

CHANEL

Grand Palais was transformed into a huge faux-posh gilded hacienda dwarfing Kaiser Karl's tour-de-force of couture coquettes who flitted strolling, wearing every iconic reference to Chanel's spring harvest.

Aprons, peasant blouses, dirndl skirts, retro wooden clogs with the ubiquitous entwined C. From tone work to basket weave, haymack to eyelet, biscuit beaution to fleshy backless, displayed the encounter expressive of Lagerfeld's reminiscing of his German-to-countryside childhood.

Lagerfeld interpreted the return of fun in the sun, bedecking in happy spring outfits—coupling hard and soft, sheer clothes with lacoby tweeds, organza with structured leather, sheerder knee hemlines with high slit, for spring Chanel Tyrolean style.

Here was Karl's mature sensibility of marrying classic Chanel suits with trends du jour. It was tongue-in-chic, never shy chi-centimacy, in every shade of pale from eggshell to pearl, lavender to wheat.

"The way dressing up should be—always," remarked Lagerfeld's boyfriend, Baptiste Giabiconi.

Timeless!

CHANEL by Karl Lagerfeld

Paris—Major trends for Spring 2010

RUFFLES EVERYWHERE. Every other French designer did the feminine flou detail. Whether gathered, circular bloused, as shakers, on lapels, cuffs, collars, running down the length of billowy sleeves or on barrier-to-arrow pants, and tiered in flirty skirts, even on shoes. Wunderfully employed by Giambattista Valli

TRANSPARENT FABRICATIONS AND TREATMENTS. Pictured colorful pantyhose, perforated nylon, lattice woven jackets, leather weave. Every incarnation of see-through fabrics from organza, chiffon, tulle, tissue, organdy, oyster and lace, as blouses, pants, dresses, coats and gowns...but applied like swirling clouds away from the body

COLORFUL PRINTS AND PATTERNS. Bari, batik, tribanda, watercolored, African-shadowed, tie-dyed and neon-dot polka dots in vivid indoor/outdoor mood with collage dealership, best executed at Issey Miyake and Comme des Garcons

BONDAGE BOOTIES. Ankle-high with peep-toe front, lean in cream leather or canvas with four-inch kitten heels or wedged, woven and strappy

TAP SHORTS. Not tap pants, bicycle tights or thermoskin-hot thighries flared and busy peeking under skirts, tutus and tunics like at Karl Lagerfeld's princess label

SATCHELS AND ENVELOPES. Architectural, boxy and minimalist in exotic python, ostrich and patent at Chloe and Stella McCartney and Jimmy Watanabe

MERRY AND BRIGHT AT SM HOMEWORLD

Enjoy a visually delicious treat of Grape light from SM Homeworld.

Make your home merry and bright with holiday lights from SM Homeworld, the Christmas store. Add sparkle to your Christmas tree with festive lights that twinkle in holiday shapes - bells, gift boxes, and balls. Bask in the Yuletide glow by illuminating your home with dazzling garlands, candy canes, and stars. All is merry and bright at the Homeworld Department of all SM stores.

Candy cane lights.

Let there be Christmas Bell lights on.

Twinkle, twinkle little Star Bells.

Wish upon this Star-Shaped lights.

Keep your walk illuminated with this Garland Bell light.

Christmas Balls that glow in the night.

Gift Box lights will your tree the Santa spirit.

Dazzle with this shimmering Mini Drum lights.

Keep your tree a glow with a strand of Crystal Ball lights.

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Celebrities settle for denim fashion

TEEN pop sensation Miley Cyrus in distressed denim buzz THEM

KATIE Holmes

LEIGHTON Meester

AMERICAN JEANS BRAND 7 FOR ALL MANKIND has a vast collection of form-fitting denims in exceptional detail and our Hollywood's biggest celebrities spend their laid-back afternoons donning their best and favorite 7FAM pair.

Distressed jeans are visible in the fashion radar this season with 7FAM's variation of the style. Celebs like Cameron Diaz, Miley Cyrus wear their distressed 7FAMs with a hip vibe for their events alongside Kate Hudson, Kim Kardashian and Teri Hatcher who hit the scenes in their relaxed get-ups paired with the distressed jeans. The skinny fit seems to be a favorite among Hollywood celebs such as style mavens Katie Holmes and Gossip Girl's Leighton Meester.

Christina Ricci has been seen wearing 7FAM Ribber Eddie skinny Jeans with Selma Hayek and Rachel Bilson's Dojo.

And as an everyday staple, Liv Tyler, Eva Mendes and Jennifer Lopez choose the comfortable Trouser and Flickering fits.

7 For All Mankind stores are at Robinson's Place, Greenhill 3 and Power Plant Mall.

RACHEL Bilson

SALMA Hayek

KYRA Kayrouz

EVA Mendes

KIM Kardashian

JAKE Gyllenhaal

TERI Hatcher

JENNIFER Lopez

LIFESTYLE Fashion & Beauty

Stella McCartney's simple, chic designs for 2010

By Ria de Borja
Contributor

THREE DAYS BEFORE THE Stella McCartney S/S 2010 show in Paris, Arabella Raffetto, worldwide PR director of Stella McCartney, said: "The clothes were flown in from Italy and are being rewashed now for the show." The brand's previous collections, all feminine with a good balance of softness and dose of structure, signature McCartney, were a hint of what was to come. Would we see more simplicity a la this season's Ghesquiere and Elbaz? Reggerized slashing and safari colors like in Balmain? Florals?

The reveal at the Bois de Tokyo trickled in as the rain outside began to pour. Sir Paul McCartney walked past the ropes at 10:15 a.m. Carine Roitfeld looked to sourcing a deep chestnut jacket. Inside, she was seated diagonally opposite Suzy Menkes, who was about 10 people down from Gwyneth Paltrow; Sir Paul McCartney sat to Dolmen's right. The best seat in the house, dead center, was given to PPR chairman François-Henri Pinault, three people down from McCartney.

The first few pieces chose the runway consisted of softly tailored pants and jackets, ladylike and restrained. An off-white drawstring jacket with ruffles, worn by Natalie Vladimirova, simple and wearable, foreshadowed the pieces to come.

Khaki-colored and earth tone sepa-

SPREAD 02

THE NEW PANTSUIT by Stella McCartney: in gray silk shantung with ruffled lapel $2,700

The clothes were upbeat, relaxed; the mood carried on by light hip-hop and a printed-screen backdrop with the word "YES"

STELLA'S DAD ... Sir Paul McCartney sits front row.

ANNA PAGES, former editor in chief of Italian Vogue

GWYNETH PALTROW ... Stella McCartney's main muse

SPRING 2010 The Stella McCartney tea-lace halter cocktail dress high-waisted pleated pants.

A NEW PEDRO IN TOWN

FASHION JOURNEY

Stella McCartney's simple . . .

From page G1

Bags

Leg race

WITH THE REVIVAL AND RE-newed interest in 1980s dance movies like "Footloose" and "Flashdance," leggings are in the rhythm of fashion once more in 09.

At SM, leggings come in a variety of lengths, prints and designs from its in-house labels Bluane or Scott, Encore and Elements. While classic black leggings will always be in fashion, there are new ways to dress your legs.

■ Shimmer leggings shine like metallics and lame in bronzes, silver and onyx black shades. These are great for evening occasions and clubwear.

■ Lace leggings are definitely feminine especially when worn with tunics and mini-dresses. Definitely for the girlie and lighthearted.

■ Animal-printed leggings exude that sophisticated uptown appeal.

■ Hardware-embellished leggings have that edgy extra-sassy.

■ Great with oversized tees and sweaters, tunics, skirts or mini-dresses, the Leggings collection is available at the Ladies Wear Department of all SM stores.

GANDANG PINAY

Let's talk about Style and Comfort

Khristine R. Gabriel

Men have different type from women when it comes to shopping. And when we say different, it's a total black and white. Men go to the malls for one of their personal endeavors (commonly, either women, who often go to malls for one, go with men see what's the latest in beauty and fashion. I brought up the topic because my male friend who noticed how women would always be keen and excited with new dresses, shoes, bags and body accessories. What is new and trendy is a head turner for us women.

The line of difference between men and women even shows on personal rooms and preferably. And the growth even widens if Men take the quick-turn, practical and sure-fire approaches for them! Women always take time in choosing the right shoes and bags which complement their dresses, and of course their dresses!

It's a fact. Men don't shop at all. Whatever hated with the mind-boggling task of what to purchase, they do not remember and think about things like color combinations and stuff like that. Like parents on a war campaign, they would launch their sights on the most practical gifts. "I mean, I can't comprehend" would aptly described their approach of buying. When they go to the mall and see the first thing they think would fit to their needs, they would immediately go to the cashier with the grabbed items in hand.

Let's admit it, women are more complicated when it comes to buying than men's simplistic approach. Women would bring with her company to consult about the things they might buy. His companions would volunteer to complement her choice and together they would stroll over the stores. Women want go to every shops first, canvass the most appealing items and deliberate over the designs, colors and name of the persons they would be buying for.

So when I go out with my guy friend, he remarks that I can no different from the other times I accompany in shopping. He wouldn't further for watching my shopping routine. He can't but I would always search for something that I, not to the shop today, would need the salesmen to look for new stocks and would ask if I look good on a skirt/pair of shoes. It's totally embarrassed for him since he always be the companion for my personal necessities. Since I now know the male approach to shopping, I asked him about the most valuable thing he has to say for dressed while accompanying them to the men's section.

When we reached the men's section, he didn't look twice and got the **Shakewater in Dynamic sweat Body Spray** and **Deodorant** and passed them to me with some hint of song in his shopping basket. He definitely knows what to look and like for. He mentioned that when he tried the latest deodorant and body spray, he feels manly and energetic. After a shower-stay morning, he would use **Shakewater Deodorant** on my room and clean even after his long hours at the office and even after his basketball play. Economically, after observing my list a little more closely he would apply a coat of **Shakewater Body Spray** for a complete fresh and clean feeling.

I must say, I learned a lot from my friend when I shopping clothes, are another different from us women, like the most important thing is that both men and women know how to take care of their body. Both know their style and comfort and most importantly the products that we use.

Share with me your thoughts. Email me at

ART. CREATIVITY. CONNECTIVITY.

THE 10 MOST EXCITING YOUNG Artists EXHIBIT

October 28, 2009
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Ayala Center, Makati

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BY INVITATION ONLY

Hotel celebrates India's Festival of Lights

THE PENINSULA MANILA (PENINSULA) will (Oct. 20)–Diwali, celebration (Oct. 17 and Oct. 18) or Deepavali—Festival of Lights" on Oct. 17-24, to Hinduism. Deepavali celebrates the homecoming of Rama after a 14-year exile in the forest and his victory over Ravana. In the legend, the people of Ayodhya (the capital of his kingdom) welcomed Rama by lighting rows (lanes) of lamps. Throughout the one-week festival, Spices Indian chef de cuisine Amarish Kumar Jain will prepare a special Deepavali menu of delicacies normally associated with the festival.

Bikram yoga seminar

Bikram Yoga Manila (tel. 886-1011; Makati 376-4937, 7 Month, www.bikramyogamanila.com) is hosting a Bikram Yoga Posture seminar on Oct. 17 at its Makati studio. Conducting the seminar is Pam Donovan, a senior teacher and faculty member of Bikram's Yoga College of India headquartered in Los Angeles. Pam is only one of eight senior teachers in the world authorized to conduct such seminars. She will be discussing each of the 26 postures in the Bikram series in detail, helping students develop an understanding of why it is important to set up each posture correctly and how to safely go deeper into each posture while also giving students with physical ailments (knee operation, slipped disc) tips on how they can still progress given their particular condition. Pam will also be in Manila to judge the 2nd Philippine Yoga Asana Championship (www.philippineyogaasanachampionship.com) sponsored by Pria Life UK. It will be held at RSBC Plaza on Oct. 25, 2 p.m.

Cake & coffee fest

Cravings (Kalayaan, QC, tel. 426-6001/ 426-6007, Shangri-La Plaza Mall, 635-4007/ 8631 Triton Plaza, Makati, 815-4288; Tomas Morato, QC, 426-9130; Festival Mall, Alabang, 850-4451) will hold Cake & Coffee Festival on Oct. 23, 6-8 p.m. at all Cravings outlets. To celebrate its anniversary on Oct. 18, there will be the P21 Crave Deal and three Orange Can You Get? creation. With the P21 Crave Deal, diners can savor their fave cakes for only P21 with any order from the Cravings menu. With 21 Days of Glorious Food, Oct. 19-Nov. 8, dine-in customers can partake in a meal Mondays to Fridays, 11 a.m.-3 p.m., for P210. Enjoy entrees, pasta, sandwiches, soups and salads.

Women's bazaar

In a note written to the Asia Pacific MGS Forum on Aging, Ms. Blanc will be a special Women's Bazaar which will be open to the public, Oct. 23-25. Contact Beth Bennett, senior communications associate, Morgan Colonge, Kidapawan Ave., Loyola Heights, QC (tel. 980-6489 loc. 1180; 4006307).

Larry Alcala exhibit

Cartoonist Larry Alcala's "Slice of Life," ongoing until today at Water Dragon Gallery, showcases original works from the artists of the

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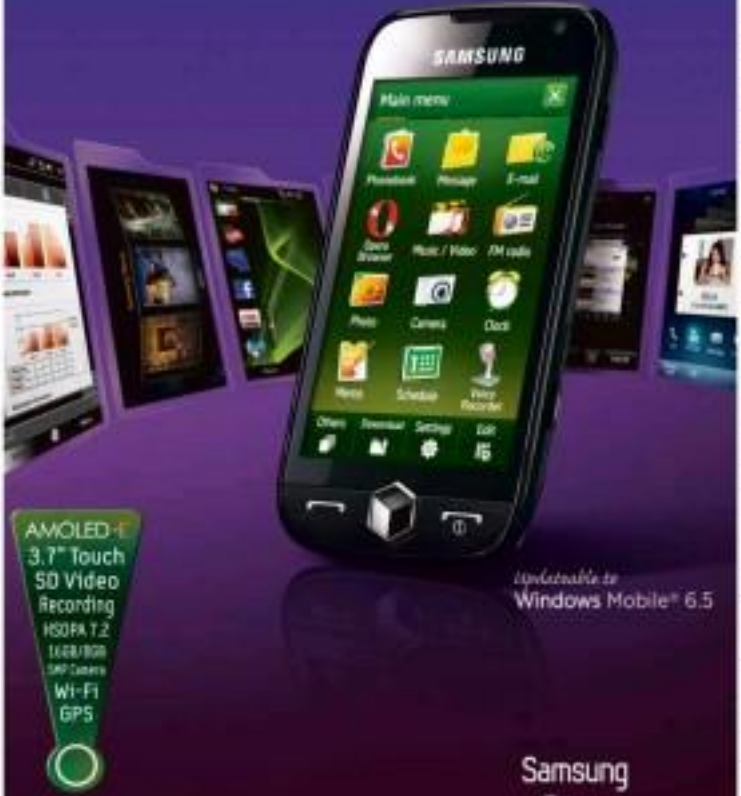

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ASIANA'S SERVICE EDUCATION

Asiana Airlines (OZ) has embarked on a friendly services education program for some 400 people working in Korean restaurant businesses in Tokyo, Beijing and Los Angeles. The service consultancy is part of the Korean Ministry for Food, Agriculture, Forestry and Fisheries' program to promote Korean cuisine on a global level. Asiana is sending the best of its service instructors from the Asiana Cabin Crew Training Team to coach participating restaurants in Japan, China and the US. Participating Korean restaurants will be screened on the top end of international servicing in 10 hours of daily training sessions over four days. The service education course will be divided into management and employee groups. Asiana will also be sharing inputs and insights from its award-winning flight attendants. Asiana flight attendants will give their impressions and experience from frequently visiting Korean restaurants in other parts of the world. The sessions are expected to help strengthen the competitiveness of Korean restaurants.

artist. The exhibit is presented by the Philippine International Cartoon, Comics, and Animation (PICCAI) Festival as a precursor to its activities from Oct. 13-18. Water Dragon Gallery at RSBC Plaza (2/F, Yon Hengpre Monument, RSBC Plaza, Makati, tel. 8807232; e-mail: hiswaterdragon@yahoogroups.com.ph).

PWU seminar

The Embassy of the Islamic Republic of Iran and the Philippine Women's University hold a seminar "Men's and Women's Right: Justice in Equality" until today, 8:30 a.m., at the Gonzalo Benitez Hall, Taft campus, Manila. Hosting experts from Iran who are coming as guest speakers are Dr. Mahdi Ebrahimi Nasrabi, Head of University of Tarbiat Modarres Women's Studies Dept. and Mohammadi Mahammadi of the Office on Women's Affairs of the Islamic Culture and Relations Organization. Authors of papers on the articles related to the seminar theme will be presented today and will be awarded certificates of recognition.

Jewelry show

Group exhibition Triad: An Approach to Nature-ism opens Oct. 22 at Finna (tel. 757-4988; e-mail: finna@finnaco.com) in Greenbelt 3. Organized with Ayala Malls, the show features the works of young jewelry artists Ikkina Dee, Michelle Sylaco and Pearl Sylaco who all create futuristic pieces. At the show's opening, Cocoa Restaurant's chef Cyrille Soenen will create special desserts inspired by the artists' collections.

Art sale

Angel Cuenco hosts a team of artists who will be hosting a an art sale on Oct. 17, 8:30 a.m.-5 p.m., 3838 Dyosa St., Ayala Alabang Village (0908-778-4761/ 7828982). Under the auspices of Sweethearts of Christ foundation, Inc., the art sale will benefit malnourished children and underprivileged students.

Zonta bazaar

The Zonta Club of Manila I Foundation Inc. will hold a Christmas bazaar on Oct. 20, 9 a.m.-6 p.m., at Hotel Intercontinental (tel. 8445110; 8398012; 0920-6479000). Proceeds will go to Nutrition and Health Kiddie class at its Tondo center, medical and dental missions, Zonta cities in Mandaluyong, high school scholars, livelihood and skills training program.

National Museum activities

In celebration of Museums and Galleries Month, the National Museum (tel. 527-2073; e-mail: museum.education@gmail.com) will hold the following activities: Philippine Textile tours, Oct. 22; Photo workshop, Oct. 23-29; Eto el Estuama exhibit, Oct. 29; Arts and crafts workshop, Oct. 30.

Bellevue bazaar

The Bellevue Hotel and Four Seasons Crestive Ventures present a bazaar of fashion, arts and wellness on Oct. 23-25, 9 a.m.-7 p.m., at the hotel's Laguna and Alabang rooms (tel. 8829-6026/162).

Fashion event

A one-night presentation of Heaven by Stencil Ice creams at Philippine Fashion Week Spring/Summer 2010 will be held Oct. 24 at SMX Convention Center.

LIFESTYLE Fashion&Beauty

Spanish fashion brand celebrates 10 years of glamor

MANGO CELEBRATES ITS 10-YEAR MILESTONE in Manila on Oct. 20 with a black-and-white-themed party.

The by-invitation-only party brings together Manila's top press personalities, celebrities and fashionable society followers. The event will be directed by fashion director Bobbie Cairouse assisted by Mango's own stylish team headed by Jivag Dimeles who will collaborate with Charmaine Palermo for the evening's collection. Artist Rivera of Mango will also be designing a unique set in the crowded during the event.

The Peninsula Manila will serve black-and-white-themed fare to add flair to the occasion. Joey Mead will host the affair.

Entertainment for the evening will be provided by Tribe Manila and Krylle.

Mango is known for interpreting catwalk trends into high-street, wearable versions. The brand offers quality clothing that is both stylish and easy-of-the-moment.

Paulo Coelho shirts now available

MANGO AND famous Brazilian writer Paulo Coelho launch the second collection of women's T-shirts dedicated with six quotes by the famous author. This time collection is now on sale in more Mango stores worldwide.

The retail price is P1,295, with some of the proceeds donated to the novelist's charity organization, Paulo Coelho Institute.

Each model features an inspiring message based on human values and is presented in exclusive packaging which simulates the spine of a book.

The Paulo Coelho Institute is a non-profit organization funded exclusively by the author's copyright, which donates its resources to the most underprivileged in Brazilian society: Children and the elderly.

Paulo Coelho is currently considered one of the world's most influential authors.

With over 100 million books sold in 150 countries, he is the most translated living author of our time.

The Mango and Paulo Coelho project is a major initiative for the fashion brand. Since it was founded, the company has dedicated much of its efforts to solidarity actions focused on various causes.

Nail art goes digital

By Pam Pastor

MY IDEA OF NAIL ART IS PAINTING all my fingernails black.

I'm not a big fan of getting decorative nails on my nails. I skip the flowers and hearts and I find acrylic nails only more...and only because I had to write an article about the experience. (My verdict? Both are nails aren't for everyone.) High-maintenance nails aren't worth an ear...not with my clumsiness and constant typing.

But one day my friend Michelle flashed her hands in front of me, showing off her baby's pictures on her fingernails. When she told me the nail place she went to used a nail printer to print images on her nails, I knew I had to give it a go.

Days later, we found ourselves at Sumthin' Nails in Dumaguete, sifting through page after page of digital art nail designs. Michelle wasn't kidding about the printer—they were there, ready to give our nails a dose of digital art.

Something else

Owner Trixie Go opened Sumthin' Nails just a couple of months ago. "It's a play on the words 'something else.' My son, who was sort of speaking 'slang' at the time, thought of it."

She says she discovered the concept of digital nail art online. "I've been searching for almost 10 years and want of something new. Digital nail art is a new and fun feature."

She isn't kidding about fun. And the first part of the fun is choosing from over a thousand designs. You can also bring your own photos and designs or customize your nail designs right there on their computers. (This technology has a lot to offer. We have thousands of designs and they are endlessly customizable," Trixie says.

The process is easy. Step one is choosing your design. Step two, they apply white nail polish on your nails—this will be the base coat. (They do not offer full manicures at Sumthin' Nails so it's a good idea to have your nails cleaned before you go there.) Step three, luminous glue will be applied to your nails to ensure that the design will dry quickly. Step four, you will be asked to place your hand in the printer so they can begin printing on your nails. Step five, the excess ink will be cleaned and removed. Step six, the design will be sealed with a clear coat. The whole experience takes about 40 minutes.

The hardest part is trying to stay still while your nails are being printed. But it helps that your fingers will be held down by magnets.

The best part? The service is very affordable—P80 for one, P220 for five and P360 for all 10 nails. If you choose to have your photo taken or use an image from your flash drive, you just have to add P50.

Sumthin' Nails allows you to wear art—and your heart—on your fingernails

Tips

The design usually lasts one to two weeks—depending on how you take care of your nails. Sumthin' Nails offers tips for making your digital nail art last longer. Do not wet your hands for at least an hour after printing. Apply a layer of clear polish after two days. Do not use your nails as tools and, most importantly, don't bite your nails.

Trixie says anyone who wants eye-catching nails will like what Sumthin' Nails has to offer. Trixie's clients love their funky nails. "They like to put pictures of their family on their nails. I've had a lot of repeat clients and referrals. Maybe also because people are tips from who they go see. Many have invited us for their parties and we've got very offers to churches for many."

During the few hours we spent at Sumthin' Nails, people kept going to the store. Some were curious and wanted to watch, others wanted to check the designs and others had their nails printed.

Wide range

Sumthin' Nails has a wide range of designs available—from flowers and hearts to colorful patterns and animal—but the most popular ones are still the personal images. "One most popular requests are having your photo or your special someone's photo done on your nails. Our clients ask us to put pictures of couples on their nails for anniversaries and pictures of their pets, too."

Trixie is a big fan of their family-cartel abstract designs, pictures of pets, vintage celebrities and anime.

Sumthin' Nails is open 10 a.m. to 6 p.m. Monday-Friday and 11 a.m. to 6 p.m. Saturday and Sunday. Walk-ins are welcome but Trixie suggests that people call or text for appointments so they can avoid waiting.

Trixie is looking forward to opening more branches. "We're still looking at the South area for expansion." They might also make the service available during corporate and private events.

I found an image of two rubber ducks online and had them printed on my nails. They were cute, sure, but I realized now that a Korean girl had chosen Andy Warhol's Marilyn Monroe art, we started to covet that design. I'm having that printed next.

So what if she chose a Dad? All I like to love and nail art.

Sumthin' Nails is at Unit 203C, 2/F Pergola Mall, SP Home, Perdapuc; tel 0917-4077017

FLAWLESS CEO Bobby Go at the renovated branch in SM Megamall

New logo, endorsers and TV ad mark beauty salon's relaunch

By Irene C. Perez

YOU DON'T HAVE TO SPEND AS MUCH as Manila's wealth of facials on treatments to make sure you get good service. Glam up and get pretty with safe and affordable treatments both beauty newbies and long-time salon goers would love.

Flawless chain of beauty salons was recently relaunched in a particular case in point. This week's hot pink Flawless billboards along main roads featuring celebrities Judy Ann Santos, Lorna Tolentino, Jasmine Kurtz, Mark Herras and Richard Gutierrez.

The Flawless label has been there for many years, and now has 28 salons mostly located in popular malls (www.flawless.ph for list of branches). Soon-to-open branches outside Metro Manila are in CSI Mall in Dagupan, and Marquee Mall in Angeles, Pampanga.

"Flawless got an upgrade with new logo, endorsers and TV ad," says owner and CEO Bobby Ng. "We go by the mind set 'Less is More' and we want to be the salon everyone can go to, not just the rich. But all people who want disposable and reasonably priced services.

To give a fresh take on the brand, Flawless uses the "skyline concept" with treatment rooms classified in as Diamond (first class, private room), Ruby (business class, semi-private room), and Emerald (economy class). All rooms sport the pink-gold-white theme, are spacious and give enough privacy to clients.

"All our products and services have been researched and developed by a team of qualified dermatological doctors," answers Ng.

Bestsellers

The bestseller among their treatments is still the facial, says he.

"It's the most basic services everyone wants to start with. We have a variety of treatments that cater to individual skin needs priced at P350 and up."

Try out the Classic Facial Basic (routine home maintenance); Age-Defying Facial (for mature skin); Oil-Control Facials (for oversalive skin); Acne-Control Facial (treatment of pimples and comedones) and Flawless White Facial (for sun spots and acne scars).

Or start a good chunk of their clients are men who usually go for anything bodytime. They avail of the Hot Stonemassage Facial, a customized treatment that uses heated stones to exfoliate, cleanse pores and rehydrate.

Filipina women are particularly concerned with latest endeavors, says Sir "We have an underarm whitening treatment as offshoot that you can see results upon first session. We have a weight loss program to guarantee best results and we have the Flawless deodorant to complement everything."

Other services include Back Cleaning, Bodywork, and waxing for the underarms, legs and bikini line.

Cosmetic clinic

Flawless isn't just a facial salon, by says. It has legitimate medical cosmetic services also offered in high-end resorts and hospitals, of much luxury prices.

PhotoGen is a multi-therapy treatment from Europe that takes care of skin pigmentation, acne scars, wrinkles and cellulite. It tightens skin and combats visible signs of aging.

Bellite Laser, meanwhile, is a noninvasive skin rejuvenation process. A more advanced treatment is the Derma Peeller or skin resurfacing for deep acne scars, wrinkles and stretch marks.

The range of Ultra Treatments uses radio frequency and laser energy to erase wrinkles and scale down acne. Skin tightening or diminishing pores are available for hair, neck, chest, hands, arms and legs for "new," smoother skin.

The range of Ultra Treatments uses radio frequency and laser energy to erase wrinkles and scale down acne. Skin tightening or diminishing pores are available for hair, neck, chest, hands, arms and legs for "new," smoother skin.

Specific needs

There's the Flawless Hair Removal using Lightsheer Diode Laser system to permanently reduce unwanted hair, while Electrosurgery removes facial and body warts.

Mesotherapy is spot reduction treatment for fatty problem areas. For varicose veins, Sclerotherapy uses micro needles to inject solution into the veins.

Especially here been a big thing in Boracay. While many still think it's not risky for your Flawless treatments are generally safe. But the skin, you can have them of vitamin C, glutathione for whitening, placenta for rejuvenation, horse and dermal fillers for a plump and fresh face.

Exclusive products

Aside from the treatments, Flawless also has over-the-counter products that can easily be part of your daily routine. Its best-sellers include the whitening soap, toner and comeback cream.

Another Flawless favorite is the Revitabeaty eyelash conditioner. It comes in a mascara-like container and it applies on eyelashes like lip and eyeliner.

Apply it once daily before bedtime for longer, thicker, fuller lashes. Results may be seen in 60 days.

Other products are the Ichthy Transformation Program that comes in Sun Solution, Anti-Oxidant, Age Intervention and Eye Recovery Therapy boxes, and Cool Clear topical serum for young, oily acne-prone skin.

JUDY ANN Santos

Belo's body care line now includes whitening

By Alex Y. Vergara

IT WAS AN EVENING OF "SKIN TO SHINE," at Belo Essentials launched its new and improved "body care" line, consisting of whitening soap and lotion, at Greenbelt 5's outdoor garden area.

Dr. Vicki Belo and daughter Cranielle Belo Hemares, managing director for Intelligent Skin Care Inc., welcomed dentists from skincare, politics and high society.

Champagne provided by Lizzo Bar Resto until late the night, while guests helped themselves to hors d'oeuvres prepared by Margarita Forés.

Actress Ruffa Gutierrez and lawyer Ariel Tamano braved the rains, which culminated in a fashion show featuring Batanguena's latest leather bag collection. Actress Rica Hemans, one of Belo Essentials' newest celebrity endorsers, also graced the affair.

Before the night was over, Belo, who's known for her numerous designer purses as well as her recent high-profile love affair, gave away Balenciaga bags to three lucky people.

Unlike Belo Essentials' initial foray in the mainstream beauty market, its new set of products comes with such gender-whitening ingredients as vitamin-rose, kojic acid and Glycarbate. They address Asian women's need to whiten their skins without drying them.

Vitamin-charged

"Whitening agents can have a drying effect on the skin," said Hemares. "We have addressed this concern by infusing our products with skin-nourishing vitamins. Everyone's body lotion and moisturizer have extra at the same time."

A Business Management graduate of Ateneo, Hemares, 26, has assumed a more active role in her mother's company by taking charge of its off-the-counter products.

The second version of Belo Essentials is now available in all leading supermarkets and drugstores nationwide. It's also being distributed in the United States and the United Arab Emirates.

"Recent Belo Essentials to open doors for Belo Medical Group," said Hemares. "I want our name to be known worldwide as the expert in brown skins."

Hemares also felt the need to literally repackage the products after she learned that consumers love to read what's written on a product's box or container. In lieu of the 'Zen-like' style that had been initially adopted, the spiel to give more detailed information on Belo Essentials' soap and lotion.

"Today's consumers are quite intelligent and discerning," said Hemares. "What they grab your soap or lotion, you have to tell them what you are all about through the box or label. Information helps them associate with and understand the products better."

Alonzo, together with actress-singer Sarah Geronimo, embodies the new breed of Belo Essentials customers, Hemares said.

"Apart from being blessed with beautiful skin," said Hemares, "Sen, who also endorses Belo Medical Group, is such a good actress. I like her values both as a person and as a professional. If I were to profile a Belo Essentials customer, I'd say she'd be someone like Sen."

Because of the drying effects of whitening, the new line has been reinforced with vitamins

CHEEK TO CHEEK Actress Sarah Geronimo and Cranielle Belo Hemares

PICK'S Belo, Rica Hemales, Ruffa Gutierrez and Raymond Gutierrez

HAPPY Marian Rivera

SURVIVAL SHOPPING 101

What you shouldn't be stranded on the rooftop without

If there's anything typhoons Ondoy and Pepeng have taught us shoppers, it's identifying the most important items in our to-buy list—the ones that'll literally keep us alive and in relative comfort the next time the next big katakler hits us.

So, the next time Pag-Asa storms in of the next supertyphoon, make sure you have the following items within reach:

1) Extra cellphone battery (fully charged)

2) Rechargeable lamps, flashlights, candles and matches

3) Transistor radio (with batteries)

4) First aid kit containing gauzes, bandages, antiseptic, painkillers, hydrogen peroxide, anti-diarrhea medicines, (regularly replaced for medicines with expiration dates)

5) Charcoal and clean sacks (to purify water)

6) Small saw (to cut through window metal grills)

7) Ready-to-eat, long shelf life food such as biscuits, candies, cookies and chips

8) Bottled or mineral water

9) Plastic pail with cover (to put valuable items into)

10) A pair of rubber (for evacuees to easily hear you and locate you)

11) Adult diapers and wet wipes

12) Flotation devices (life vests, air mattress, styrofoam containers)

13) Nylon rope

14) Insect repellant

15) Pet food (if you have one)

16) Plastic umbrella, or any large raincoat (if you're forced up the roof)

17) Ladder

18) Resealable plastic bags

19) Buckhack knives (for prolonged exposure on the rooftop)

20) Playing cards (to while the time away as you await rescue, relief, or just the sun to go to sleep)

Finally, last but not least, bring your own "Wilson" with you. Tom Hanks in the movie "Castaway" survived months on a deserted island with it. Wilson is any object that will remind you that you are safe and not alone. If ever you become a "castaway" in your own home, your Wilson will keep you company—and keep your sanity—during your ordeal.

Dr. Kaufmann's 3 new variants

EVERY DAY, YOU ARE YOUR family's skin is bombarded with pollution-causing dirt and bacteria, making a healthy lifestyle more important than ever in today's fast-paced and changing world. There is a growing awareness regarding the value of exercise and nutrition, but because of fewer boundaries and constant exposure to a dirtier and more polluted environment, further preventive steps must be taken to ensure yours and your family's well-being.

Despite a wide and ever-whelming variety of personal care products, Dr. Kaufmann has constituted a trusted local brand for more than 20 years. It was originally developed by AP Ordinez in Boracay, and having converted its plant to the personal care industry since 1980 as a reliable brand name with a 15-year presence and, the Kaufmann provides a range of soaps that cater to both the general and specialized needs of the public.

The brand now offers three variants, each designed to address specific skin care concerns. Dr. Kaufmann Sulfur Zinc Oxide soap keeps acne-sufferers from worrying about pimples, blackheads and other blemishes. It targets and treats acne and oily skin and helps prevent further breakouts. Most problems from eczema/back. Aside from acne, the Sulfur Zinc Oxide soap also relieves you of dandruff, eczema, scabs and sores.

For those who find themselves embarrassed by body odor, Dr. Kaufmann SPF soap, a total body deodorizer, provides all-day protection from such concerns by killing and inhibiting the growth of odor-causing bacteria, particularly in the underarms and feet and offers acne more power to perspiration.

Finally, Dr. Kaufmann 18 soap provides excellent protection for the whole family by inhibiting the spread of germs and killing up to 99.9 percent of bacteria especially those that cause skin infections.

The soaps are packed with scientifically proven ingredients—particularly sulfur, a natural antibacterial agent—known for its efficacy in treating, treating, and preventing multiple skin conditions. It is used in the treatment of such common conditions as breakouts, acne and eczema, and can be used on both the face and body. The Dr. Kaufmann brand offers a variety of products specially formulated to meet various needs, from daily care and protection to more intensive treatment of serious skin problems, all at reasonable prices.

With daily use, Dr. Kaufmann soaps ensure that you will be free from these various skin problems.

Dermatologically tested and proven safe for daily use by the whole family, all three variants of Dr. Kaufmann soaps are offered able at P29.25 per 90 gram bar and are available at most personal care stores, drugstores and supermarkets.

Tourism Malaysia Promotes MotoGP at Club Taboo, Ortigas Home Depot Complex

MALAYSIAN TOURISM PROMOTION BOARD, MALAYSIA AIRlines and Red Rock Travel will hold special viewing and prize conference at Club Taboo this Oct. 17, as Rossi's championship battle goes on all the way to the Malaysian round of MotoGP.

Defending champion Valentino Rossi was hugely disappointed with his 13th place finish, citing engine problems for his lack of competitiveness at round 14. Finishing in fourth place His teammate and championship rival Jorge Lorenzo, on the other hand, managed to finish at the top of the podium, closing the gap between himself and Rossi by just 10 points.

"It will be an exciting race, nonetheless, when the two riders battle it out head-to-head at the 5.543-km long Sepang International Circuit (SIC) on Oct. 25," exclaimed SIC CEO Datuk Razlan Razali.

This year's Malaysian MotoGP is expected to be the most interactive ever where fans can be more than spectators and be personally with a money-can't-buy experience and a once in a lifetime opportunity to meet the riders and teams through the various activities that will be organized for the 8th. Among the exciting on and off-track programs to look forward to are...autograph sessions, bike showcases, 3 wheel stunt shows, pit walkabout sessions, guided garage tours, taxi rides on the track in MotoGP Official Safety Car and race ride by ride the MotoGP riders in a special pit lane event.

Malaysian MotoGP tickets are only RM99 for Main Grandstand and RM50 for K1 Grandstand. Sunbrick Village passes is RM1,000 for 2 days access with complete set of hospitality to the Paddock Club section. These tickets are available at SIC ticket outlets in IKEA, Sunway, Klook in LCCT and www.sepangcircuit.com or call Red Rock Travel at 211-2000 and 019-7 792211 to visit www.redrock.com.my.

On the same date, the Diecast Collectors of the Philippines (DCPH) will also hold its monthly swap meet on the same venue from 1 p.m. to 6 p.m. on Oct. 17, as enthusiast car and motorcycle collectors trade and buy their favorite scale models and bikes. Dubbed as "Greatest DCPH Swap Meet", over 200 DCPH members and visitors are expected to trek to this mecca of miniature collectors. For more info visit www.dcph.info/forum.

Bounty Fresh gives free roasted chicken as public service

As several hilarious weird hungry in the aftermath of Typhoon "Ondoy," Bounty Agro Ventures Inc distributed free Chooko-to-Go roasted chicken in some of its outlets located strategically all over the country. Chooko-To-Go roasted chicken is best known as the only roasted chicken in the country "no mayonnaise boiled-walang sauce". The free chicken distribution was initiated by the company as its own take on providing service to the public, especially for the victims of Typhoon "Ondoy," and was held in 8 of its outlets, particularly in flood-stricken areas in Metro Manila and parts of Rizal and Batangas provinces. Among the areas where the roasted chickens were distributed Oct. 3 and 4 were in Pasay Boulevard Commercial, Pasay City, Ilagan Rotonda City, Wawa Rotonda Bulacan, Poblacion Bocaue Bulacan, Bonifacio Avenue, Caloocan, Rizal, Rizal Avenue, Taytay - Rizal, Barangay Maangalan, Montalban Road, and at Barangay Bonpal 1, San Mateo Rizal.

Beautiful inside and out with MET!

"You glad I've MET?" Surely this line rings a bell since a while back this was what huge billboard ads squatting big master celebrity photos said to introduce Met Tabhione, the most effective premium whitening system to grace the market in many years. No other product offers the one-of-a-kind benefits that MET offers: youthful looking fair skin and a glow that is unbeatable from afar. With MET, getting that second look can be just a regular thing! The proof is in the numbers as more and more people are using MET regularly which only proves that MET does fulfill all the product promises—and more. Those who take MET regularly find a number of other benefits that make it so worthwhile. Yet, MET isn't just about whitening skin; what is only one of the many benefits of using MET. How does MET whiten? The ingredients in MET decrease the production of melanin in the body which is the pigment responsible for giving skin its dark color. Met Tathione also does its share to improve one's health. MET has high levels of a master antioxidant which is known to strengthen one's immune system, delay aging and protect one's liver. For those who may not be very familiar, pollution of the environment causes the glutathione in our bodies to be depleted which, among other things, causes faster aging as well as other diseases which in turn causes our health to degenerate. To be able to effectively battle the toxins that attack our bodies, we need to provide it with additional items which will help our bodies combat the present load. With such benefits, MET is undoubtedly safe. MET believes that true beauty is the real and reflection of a body that is healthy, and a mind that is radiant with positive energy. Aside from providing premium products, MET also provides the right tools to sustain awareness about beauty, health and overall wellness. MET e-Mag is a free online magazine that offers information, useful and positive articles and blogs from wellness gurus, doctors and experts to keep readers posted regarding current trends in lifestyle, health, bodies and success stories. It also includes opinions regarding products, events and features that shall be exclusively given to subscribers. To find out more about the beauty of MET, visit www.met.ph.

Exclusive health and beauty offers at 0% PayLite

CITI CARDHOLDERS CAN REMAIN IN THE pink of health—in mind, body as well as pocket—with the latest 0-percent PayLite offers.

For the rest of the year, Citi cardholders can enjoy 0-percent PayLite offers from 3 to 12 months, plus exclusive gifts, when they avail of health and wellness packages from partner establishments.

"Today, health and wellness are no longer seen as luxuries. They have become necessities and more and more of our customers are starting to invest in the right programs to get their bodies in better shape, as well as improve their looks. At Citi, we are constantly looking for ways to extend value offers to our cardholders and this latest set of exclusive offers is our answer to their supposed as well as misplaced needs," relayed Ben Tan, country business director for Citibank Philippines.

At Facial Care Center, Marie Francis, and Swissotel, present your Citi card to enjoy 0-percent PayLite for 3 months at a low monthly add on rate of 0.75-percent for 6- to 24-month terms on beauty treatments and services. At The Zen Institute, avail of Dermapeel, its latest skin resurfacing technology that erases fine lines, minimizes scars and refines pores, at 0-percent PayLite for up to 6 months. Card holders can also save up to 70 percent upon enrollment at the Zen Institute.

For health buffs, annual membership

packages at Gold's Gym is available at 0-percent PayLite for up to 12 months, plus get an additional 2-month membership fee free at their Timog branch, or a 1-month free membership at all other Gold's Gym branches.

The Medical City's Center for Wellness and Aesthetics also welcomes Citi cardholders with 0-percent PayLite for an affordable 6-month installment payment terms. Plus, get P500 off on any Permanent Hair Removal at Feline Dye Laser Packages, and 35,000 discounts on any Aesthetic Surgery Package worth at least P50,000.

From now until Oct. 31, the 0-percent PayLite offer is also available to Citi cardholders when they purchase select Med Massage Chairs, which they may pay on installment for up to 12 months. On top of that, get exciting gadget treats with the purchase of select Med massage chairs: Free HP Mini Note 210-1133 with a Royale, Alpha, Duo Lumiqe, Presidente or Dynamic Pro; or Free Nikon CoolPix S610 digital camera with any Royale, Executive, or Serenity massage chair purchase. This exclusive Med offer is available at selected branches of Abreo Lifestyle Furniture, Ace Hardware, Automatic Center, Rhino Fine Furniture, Our Home, and Shopwise.

To indulge in the pampering you deserve without the guilt, grab the credit card that rewards you best. For more information, call the 24-hour CitiPhone at 955-9999 or log on to www.citibank.com.ph.

FROM left, Sunrise Tobia, restaurant manager Caroline Conti Sumulong, president and Quintin Sumulong, VP corporate affairs.

Conti's opens branch in Greenbelt 2

CONTI'S PASTRY SHOP AND RESTAURANT opened its ninth branch at Greenbelt 2, Makati.

The fine dining restaurant, which began as a restaurant in RF Centennial Center in Pasolanga catering to families who live in the area, has become popular through word-of-mouth.

The family-owned restaurant then expanded and opened more branches. Apart from the main restaurant in RF Pasolanga, Conti's can now be found in Greenhills, Sucat, Tomas Morato and Greenbelt 2, Makati.

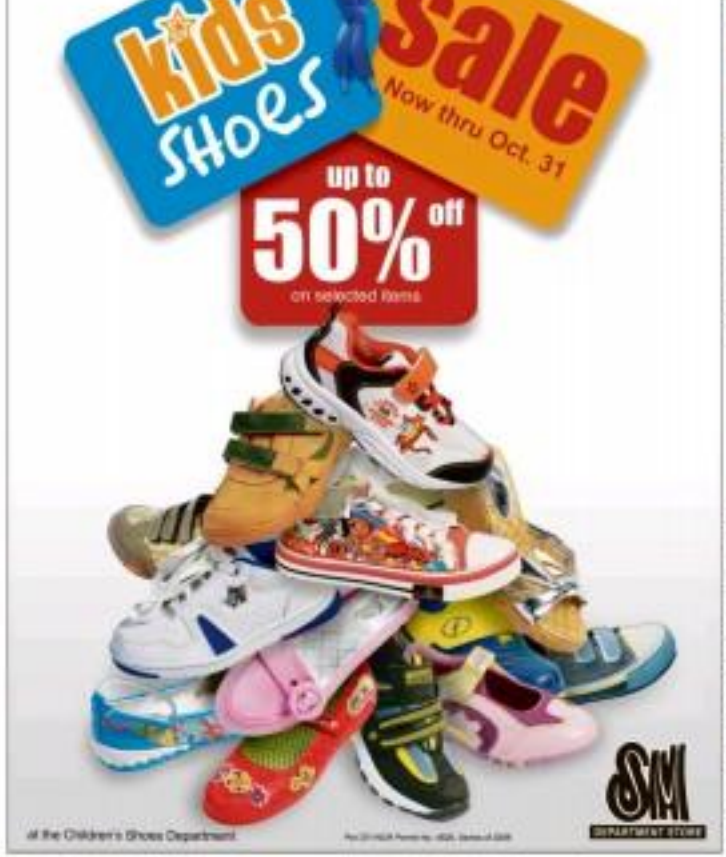
The spacious Conti's Greenbelt branch will cater to the business executives, condominium dwellers, and professionals in the central business district of Makati.

"The restaurant will cater to the taste of Makati hip, eclectic and professional crowd. We will provide a new approach to dining business with culinary pleasures. Conti's Greenbelt 2 shall offer not only its signature cuisine and desserts but also classy status for corporate functions, business meetings and other social interaction in a warm, comfortable ambience," said Augusto Ramirez, chief executive officer, Conti's Specialty Foods Inc.

Function rooms offered by Conti's Greenbelt 2 can accommodate a total of 300 people. The prices of the packages for meetings and other social events are also competitive.

"Although there's a lot of competition, we know that we can manage and be able to provide a good dining experience here at the area. We cater to the business community as well as residents here. Our variety of dishes are affordable and that makes us very competitive," said Quintin Sumulong, president and VP for corporate affairs at Conti's.

Conti's is popular for its products such as baked salmon, Beef Salpicao, Laguna Cheese on Rendered, Adobo Flakes on Pandesal, Arroz a la Cubana, Homemade Pork Tocino, Boneless Bangus, French Toast with Sausages, Fresh Lumpia Ubod, Chicken Pie, Tiramisu, Choco Overload Cake and Mango Bravo.



TSOKO-NUT SATIRIGL-SOUTHGATE MALL NOW OPEN

Tsoko Nut Satirigl, the proudly Pinoy coffee and food-serving shop, recently opened its Alphabet-Southgate Mall outlet at the corner of Edsa and Pasong Tamo Extension. The strategically located Makati branch has become the favorite hang-out of Nut Fil-Lit connoisseurs as it is just beside the Magallanes Station. Tsoko Nut Satirigl has become famous for its nice treats such as drippers with nuts or tea, shortbreg halbad, bangus fatty with pangat, Pinoy corn steak and its signature roll. Also available at its present outlets at PGMC Plaza, SM Makati and World Center at Shaw, Tsokolate Cantwood are mouth-watering cakes such as its mangosee 'n cream, carrot cakiao chocolate and marble flan. Shown is the Tsoko Nut Ballroo staff with dragon dancers during the formal opening.

THE NEWEST TOOTHPASTE CHAMPS IN TOWN FROM HAPEE

Who needs expensive toothpaste when you have an effective one right within your grasp? There's a reliable, reasonably priced brand out there with a unique lighting formula that makes your teeth look cleaner and your breath cool fresher, and this new stunning toothpaste is from no less than Cory's favorite brand. In the sense of today's "health-sway fighters," the mixie innovators from Lamyaan recently came up with new oral care formulation that would really give consumers what they need. The new toothpaste champs from Hapee are all packed with a mean wallop, preventing tooth decay, bond just one bid from most bacteria. Hapee Fresh & Cool Mint, Hapee Propolence Menthol Red, Hapee Fresh Green Gel-Mint, and Hapee Orangeanse Blue Gel. On top of professional strength and oral care treatment, these new Hapee products remain affordable to Filipinos, a refreshing treat in these economically challenging times. As the first fully Filipino owned dental products manufacturing company, the end-use concerns of end consumers come first for them by making sure that their products are constantly available in the market. Truly a Pinoy-centric set. Prevent tooth decay today and make your yearly rounds when with Hapee Toothpaste products—world-class products that are round-out-our-very-own because they are proudly Philippine-made. "Pinoy ang Gamit ng!"

LIVING Stars

Editor Ernnie G. Velarde

AI AI DE LAS ALAS

AMA, (MANAGER) BOY ABUNDU ENCOURAGES ME TO READ more. While I was in a bookstore in the US, I saw and bought "How to See Yourself as You Really Are" by the Dalai Lama. It looked interesting. It inspires positive values. It offers the Dalai Lama's perspectives on life. It explains the Law of Karma. It really teaches you a lot of things about yourself.

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Jan's style

He experiments a bit, but still favors the classics, fashion-wise

By Raquel San Diego jr.
Photos by August de la Cruz

SINGER JAN SIETO IS A SELF-confessed sneaker freak when it comes to his closet space.

"If you enter, the shelves are arranged according to color," he points out. "It makes looking for specific items easier, especially if we have a sister myself in the Child-Y shoes (SIZE)."

The neatly arranged cabinets color palette, he explains, "means brass ribbit to brown, black, blue, green, yellow, orange, red."

"The more colorful shirts are all on one side, while the suits and barongs are on the other," says the singer who launched his eponymous debut CD on Jabbic and Universal Records.

The tastefully closet resembles his personality and, he assures, his current routines, chairs: five, everything in its proper place.

Tops

Jan describes his fashion sense: "I can be experimental, but I'm also conservative. I know it sounds weird."

He admits that he favors red and orange shirts from the GESS and Sisley. Next brands. "If say long-sleeve shirts are either in bright shades or striped. Maskinos long-striped shirts."

He can also wear black, gray, or white. "But when it comes to the design," he says, "I prefer the shirt we have a little twist."

Jackets

He says that he's currently rebuilding his wardrobe.

"I'm in the process of collecting new jackets," he notes. "The old ones are extra large. I've lost 50 pounds since leaving my old corporate job [in Unilever] and jumping down [to, I used to weigh 220 pounds."

He has passed on his pin-stripe shirts and jackets to an older brother who's only too happy to oblige.

"He likes the same style as I do: stripes and all," Jan says.

Shoes

When it comes to shoes, his current fave is Bulgari Aqua: "It smells good."

He also likes Aeropostale and Skechers. "Too casual to dress down," he says. "I don't like wearing performers for everyday use. I prefer light fragrances."

Family and friends often gift him with different brands. "My fans gave me Bulgari Aqua on my last birthday," he recalls.

Likewise presented in his perfume collection are Joy by Jean Patou, Sun for Men by Al Sandra, Ralph Lauren Romance, Ralph Lauren Polo Black, Davidoff, Calvin Klein Crave, Issey Miyake and Kindred Spirit.

Gadgets

Apart from scents, his fave shoes gift here with gadgets.

For his birthday two years ago, they gave him a cell phone. "They're so suave," Jan says. "I'm using the cell phone now."

He installed a state-of-the-art home entertainment system in his bedroom as well, he transition movie and concert-viewing sessions.

He also recently picked up pho-

(JAN'S)

THE SINGER likes stress scents.

OUT OF THE CLOSET

MEMENTOS from parents' travels all over Asia

JAN has a collection of Converse Chuck Taylors for daily use (left), while the most expensive in his shoe rack is a pair of Prada loafers.

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	6				7		5	
		2		6				
	7			9	2	3		
				8			4	
						6		
	4			8			7	
	2	6			4		1	9

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2	3	8	1	7	6	5	9	4
5	2	6	8	4	1	3	7	9
4	9	7	6	5	3	1	8	2
3	8	1	7	2	9	4	6	5
9	1	4	2	6	7	8	5	3
8	6	5	3	1	5	9	4	7
7	5	3	4	8	5	5	2	1

PHOTO lent is a Christmas gift from fellow "Idol" Ken Dingle.

Jan's style

topography as hobby with his Canon EOS. "I'm fond of shooting landscapes, sunsets and still life," he points out.

During this shoot, he got an impromptu lesson from the local press photographers.

"Since I don't know how to draw, I might as well take pictures. It's another creative outlet and I usually post photos on Facebook," Jan says.

Shoes

Although he has amassed lots of leather shoes, he also collects Converse Chuck Taylors. He likewise has Adidas and Nike Air, but nothing beats Chunks for daily wear, he says. "You can sweat it extraordinary and it can go with anything."

He also bought a shiny silver pair from Giordano Concepts: "It's perfect for shows."

The most expensive pair in the shoe rack is a Prada, "but his all-time fave is the Gucci pair he got in the US seven years ago.

"It has sentimental value," he notes. "It was the first pair I bought with my salary in Unilever. It's already worn, with a hole, but it's still with me."

JUVIOSE displays photographs of the entire Mintu clan.

Slippers

He also favors flip-flops. At first is a pair of plain black Havaianas. "I wear them everywhere," he says. Until a well-meaning friend, dismissive black boxes, admonished him not to wear shoes in public. "He says that, as a celebrity I should look my best when I go out."

Souvenirs

He displays souvenirs from his "Philippine Idol" days—from photos to stickers and other trinkets—in the bedroom.

Fellow "Idol" Rendler Ken Dingle gifted him with laminated coasters with pictures of different sunsets with the country going.

The shelves is a memories from "POP." "I started to collect the shells in shaker bag," says Jan.

The teddy bear is a gift for a niece. "It was an unexpected present from Ian Chateauvert," he recalls.

The entire home is brimming with various souvenirs from his parents' trips as well...from Japanese dolls to Marimekko prints.

Bedroom/Nook

The Japanese bed is from a shop along Wilson St. in Greenhills. "It runs low and had orange finish, like the cabinets," says Jan.

He got the camel chair from a store on Gilmore, Quezon City. "I go to cheap. It was on sale."

The leather rocking chair, where he usually sits while drained working, was part of the old sala set. "I just had it reupholstered," he says.

The old wooden chest came from a headboard's drawer.

Jan makes his use of his decorating skills in his new apartment, Pent Pond with a Punch, which he co-owns with fellow singers Gian Magdangal and Hussy Imam and manager Jude Bustamante. Jan's job is to sprout up the rooms when the team has running assignments.

Pocket Garden

His bedroom leads to a pocket garden with a small pond which serves as time's my for plants. He has a green thumb, too. "I like gardening," he says. "I display fresh plants in my room."

His room takes care of the easel and curtains, while he's in charge of the toiletries and linens/beds.

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2 RED CLIFF
3 NOT FORGOTTEN
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5 JULIE & JULIA
6 G-FORCE (Digital 3D)
7 Indie5ive: SANGLAAN
8 BOYLETS
9 THE UGLY TRUTH / IN MY LIFE
10 FAME

ERMITA

1 THE UGLY TRUTH / FAME
2 JULIE and JULIA
3 RED CLIFF
4 G-FORCE
5 NOT FORGOTTEN
6 ECHO
7 BOYLETS

METRO EAST

1 G-FORCE
2 RED CLIFF
3 NOT FORGOTTEN
4 FAME
5 ECHO
6 SURROGATES / THE UGLY TRUTH
7 IN MY LIFE
8 [illegible]

NOVALICHES | **PIONEER**

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DASMARINAS | **IMUS**

1 ECHO
2 THE GAMER
3 RED CLIFF
4 IN MY LIFE
1 [illegible]
2 ECHO
3 RED CLIFF
4 THE GAMER

STARMILLS

1 IN MY LIFE
2 HORSEMEN
3 ECHO
4 [illegible]
5 G-FORCE
6 THE FINAL DESTINATION

ANGELES | **TACLOBAN**

1 THE FINAL DESTINATION
2 KAMASUTRA NIGHTS
3 ECHO
4 HORSEMEN
1 I LOVE YOU BETH COOPER
2 G-FORCE / THE UGLY TRUTH
3 THE GAMER

BACOLOD | **ILOILO**

1 G-FORCE
2 THE GAMER
3 THE FINAL DESTINATION
4 HORSEMEN
5 MY SISTER'S KEEPER
6 THE GRUDGE 3
1 G-FORCE
2 THE FINAL DESTINATION
3 SORORITY ROW
4 HORSEMEN
5 BANGLAM
6 THE GAMER

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4 SORORITY ROW

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Editor Bonnie G. Velarde

ENTERTAINMENT

Youth empowerment event tonight at MOA

"I VOICE for a Better Life," a non-political, youth empowerment celebration, kicks off with a press-con launch at 7 p.m. at SM Mall of Asia's Verandah, featuring Sugarfree, Kalbo, The Jerks, and PMD. A marathon concert follows on Oct. 23 with more than 20 bands at Mall of Asia's San Miguel by the Bay. A 2-hour TV special will be aired on Nov. 7, 7-11 p.m. on TV5. Call(0920) 2220080.

INSIDE

■ Who animated Carradine as Death Poet? Hollywood /04

Good review greets 'Astig' in Busan

By Marinel R. Cruz

BUSAN—A POSITIVE REview in the Hollywood Reporter preceded the well-attended gala screening of Filipino filmmaker Gil Portes Soquena's "Astig" ("Squalor") on Tuesday night at the Shinsegae Centum City in eastern Busan.

"I was so nervous that I had a hard time thinking what to say," Soquena said shortly after a Q&A session that followed the screening.

Written by Jerry Gracio, "Astig" is an episodic tale of four young men whose stories parallel and connect with the landmarks and contemporary images of Manila. It is competing in the New Currents Section of the ongoing Pusan International Film Festival (PIFF).

First time

Soquena said that this PIFF is the first international event that has screened "Astig" since it premiered in the Philippines last July at the 5th Cinemalaya Independent Film Festival — where it bagged five awards, including Best Director.

A review of the film, published recently in a special section of The Hollywood Reporter's coverage of the PIFF, commended Soquena for his "perfidious narrative technique, light pacing and a riveting hip-hop score."

Accompanying Soquena to the screening in Centum City were Dennis Trillo and Edgar Allan Guzman (two of his actors in "Astig") and

BOOD 2

LA-based Pinoy

Good review . . .

DID YOU KNOW...

ENCHANTED Kingdom, in coordination with The Philippine National Red Cross-Laguna, is now an official donation drop-off center for the victims of Tropical Storm "Ondoy" and Typhoon "Pepeng" in the Laguna province. Donations in cash or kind may be dropped at ISG's Guest Relations Office to enrol at the front gate. Call 845-8474 to 76.

S-T.A. LUCIA EAST GRAND MALL

THEATRE

1 IN MY LIFE	6 NOTORIOUS
2 PARANORMAN	7 SUPERBADIES
3 THE DAY TRUTH	8 THE ECHO
4 [illegible]	9 BEN HURT
5 [illegible]	10 G-FORCE

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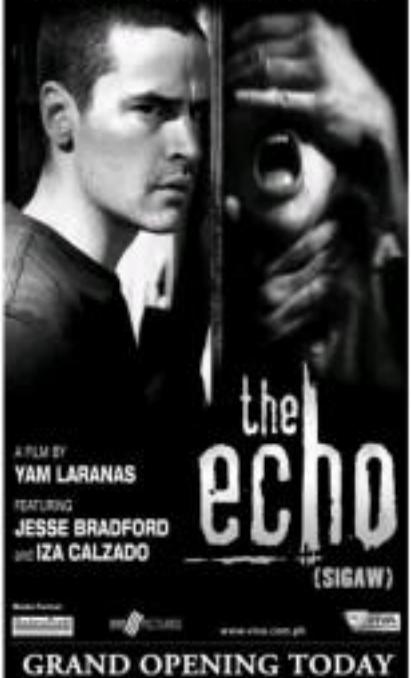

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LA-based Pinoy animator a 'Pugad Baboy' fan

Ruben V. Nepales

LOS ANGELES—MIKHI BAUTISTA, THE Filipino artist who created the animated sequences in the US indie feature "My Suicide," is representing the film in the ongoing Cinemanila International Film Festival. The film won the Crystal Bear in the Berlin International Film Festival last February and also recently bagged (along with a film from Spain) Best International Feature at the Raindance Film Festival in London.

The LA-based filmmaker, who moved with his family to the US when he was 9, will conduct an animation seminar on Monday, Oct. 13, from 1 p.m. to 4 p.m., at the UA&E character at the Polly Rocked basement in Bonifacio Global City, Taguig. "My Suicide" will be screened immediately after the seminar.

The film's other screenings are on Sunday, Oct. 19, 3:30 p.m. and Tuesday, Oct. 21, 1:00 p.m., at Greenhills 5 and 6, respectively, at Market! Market!, Bonifacio Global City.

Tikoy Aguiluz, founding director of Cinemanila, said of Avris via e-mail, "We have so many talented animators in this country but they are not allowed to come out in the open or produce their own works—they are all bound by a contract to the big animation studios in the US and they are bound to be invisible. Avris is a maverick—and that is what Cinemanila has always recognized... filmmakers with an independent spirit."

"We are doing an afternoon session with Avris on that he can share his stories and interact with the local filmmakers," Tikoy added.

Avris credits Filipino cartoonist Pol Medina Jr. as a big influence. The Quezon City native issued an open invitation to Sir. "I would love to extend a personal invitation to Pol to attend the screening. I have nearly all of his 'Pugad Baboy' books (second with multiple copies). They're a big reason why I can still speak Tagalog."

Starting in high school, Avris was search for his animation film "Fetal." He went on to study Cinema/Television Production at the University of Southern California (USC).

Uncanny Fly Studios, an animation and design boutique that did animation work for feature films such as "Us Boys," which starred Anthony Michael Hall, and "National Lampoon's Dirty John."

Avris's biggest breakthrough came with "My Suicide," a short film under the late Harold Cartmeller, Wendel Harrington and Joe Ghattas. Director David Lee Miller asked Avris to create the animated sequences in the film.

What are you looking forward to in representing "My Suicide" in the Cinemanila International Film Festival?

It's very special to me. This will be the first time I get to be the sole representative of the film in a festival. I feel very honored to be the producer to entrust me in properly presenting the film.

What are your personal thoughts on attending a film festival in your native Philippines, especially as it struggles to rise again after the storm devastation?

It's a huge deal, as this will be the first time my work will be viewed on the big screen in the Philippines ... I was very concerned about the floods ... even the entire ground floor of my house in Sta.Mesa was under water. But I know that Filipinos can weather anything. If they have any time at all to sit for two hours to be entertained, I will be honored to show my film.

What are your memories of growing up in the Philippines?

I remember New Year's Eve when the fireworks were booming, and the next morning when we realize we're covered in soot ... Weekends spent with my many cousins ... Homesick when I first moved to Community of Learners ... Watching "Smiley" and crying when Ding Dagong and Elliot Mayora were separated. Some of the shows I can still speak Tagalog pretty fluently, which is surprising for many, though I'm sure to some it makes their my vocabulary is pedestrily only as good as my other 9-year-old boy.

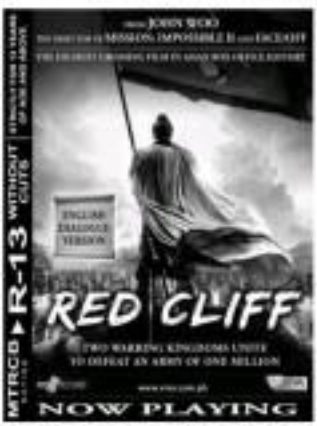
Tell us about the animation seminar that you will conduct prior to the screening of the film on Oct. 19.

Animation is such a huge industry in the Philippines, at least as far as actual production work for many television shows. I look forward to meeting fellow animators. I've always maintained that Filipino animators are top-notch. However, I believe there continues to be a crisis of identity where we bend over backwards for the "Unique" or "Different" to be heavily influenced by western animation, thus much of the Filipino heritage was buried. I look forward to seeing animations from the Philippines that really takes on a Filipino aesthetic.

Since the story of "My Suicide" resonate with

(A-RVN) 11

AVRIS (Bautista, right, first row) and the "My Suicide" crew with their Berlin film bear Crystal Bear



'Disney on Ice' opens Dec. 25

COMING SOON TO SPREAD JOY: Christmas cheer is the touring production "Disney on Ice" at the Araneta Coliseum. Tickets go on sale today. Shows open on Dec. 25, 2008 and runs till Jan. 3, 2010. The current production features figure skaters dressed as Disney's well-loved characters who decide to take a vacation of their own and enjoy Disney's most popular theme park attractions. Now Disney+Pixar characters are also in the cast. Call 911-3005.

SHOW TIME